

# *The* **REPORTER** *of Direct Mail Advertising*

AUGUST 1954

A STOUT SALUTE  
To The Industrial  
Top-Kick

see page 5



# MEAD BOND

★ *The Bond of American Business* ★

DAYTON, OHIO

June 1954

John A. Printer  
Presstown, U.S.A.

Dear John:

I'm happy to say you were wrong!

You were one of those who insisted Mead Bond just couldn't be made better than it already was. I never agreed with you, but, more important, neither did the boys at the mill. They set out to see just what could be done.

Now, improved in both quality and color, Mead Bond is the finest fiber-blended bond to be had. Small wonder it's so popular for letterheads, announcements, statements and so many other important business forms.

You'll find real satisfaction in both performance and results next time you break the seal on the famous Mead inner-wrap, moisture-proof package that protects this fine paper. Why not break the seal on a package of Mead Bond for your very next important job?

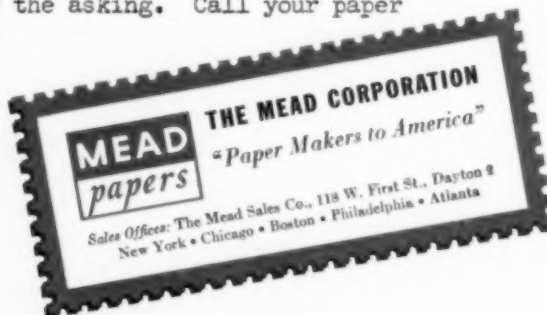
I'll bet you break a lot more in the weeks and months to come.

Cordially,

*Mead Papers*

"Paper Makers to America"

P.S. Mead Bond is a standard product of The Mead Corporation. A sample packet is yours for the asking. Call your paper merchant or write us direct.



*Mac:  
He's right -  
I've seen it.  
Let's give it  
a try!  
J.P.*



**GENERAL OFFICE SERVICE • INC.**

is proud to introduce

## **TEAR-EDGE\***

A completely new process that creates a torn edge mechanically and economically

**TEAR-EDGE\*** gives you unlimited creative possibilities for your direct mail advertising... and at so little extra cost! Not only will your reprints of newspaper and magazine articles look more authentic, but all mailing pieces — cards, fliers, self-mailers and letters — will be made doubly effective through the use of this new and exclusive process.

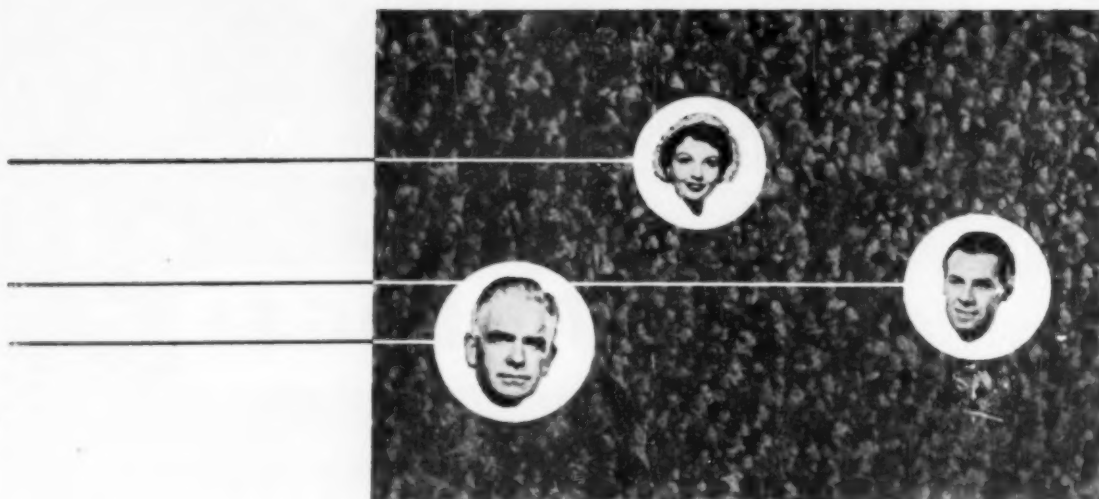
For further information, please phone or write

**GENERAL OFFICE SERVICE • INC.**

527 6th Street NW • Washington D.C.  
NAtional 8-5348



\*Patent applied for



**SPOT YOUR CUSTOMERS WITH —  
PLANNED CIRCULATION**

Let unprejudiced experts screen the market for you! (We have no company-owned lists . . . no compiling service) . . . our time is your time and we'll spend it tracking down the best for you.

Get free advice on systems most efficient for you! (We don't sell list maintenance or mailing house services) . . . our experience is yours without charge.

Call on this completely independent list house . . . not affiliated with any company or organization. (No account is too small—or too large—for us to give you personalized service.)

Just ask us for screened lists to spot your customers—or tell us if you have a good list you want placed on the market!

**PLANNED CIRCULATION**

19 WEST 44 STREET—NEW YORK 36—N. Y.  
PHONE MURRAY HILL 7-4158



# The Reporter of DIRECT MAIL ADVERTISING

224 Seventh Street, Garden City, N.Y. Pioneer 6-1837

THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO DIRECT MAIL

Volume 17 Number 4

August, 1954

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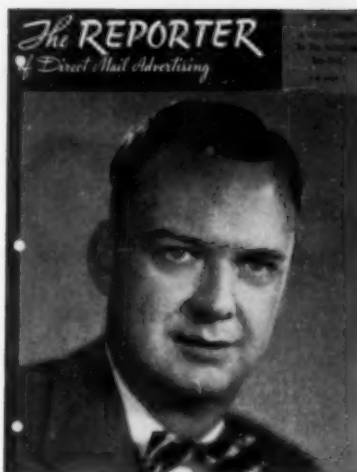
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AUGUST, 1954



Handsome George Staudt deserves this cover salute for . . . numerous reasons. At the June Montreal convention of the National Industrial Advertisers Assn., George was unanimously elected to the new position of Chairman of the Board. This followed a stormy session at which the dues were raised and the constitution changed to provide for a permanent paid president, different headquarters setup and many other improvements. The ascendancy of George Staudt was surprising to some who didn't know the background, for he had never held a national NIAA office; had served only one year on the board; and had attended only one previous national convention. He will head the groups delegated to remold the NIAA into a stronger and bigger association.

George made one of the best speeches at the NIAA convention. He approached the subject of integrated planning for all media in a humorous way . . . but with a powerful punch. His opening put the audience on guard: "Industrial advertising puts me to sleep. Well, most of it does. And, I have an uncomfortable feeling that it puts a lot of potential customers to sleep, too. Even ours. Anyway, I'm sure that the advertising of industrial products is not as effective as it could be — as it should be. The trouble is, if you'll pardon shaggy-dogism, the advertising of industrial products is too damned industrial. Meaning dull."

We won't give you any more of it now . . . because there will be full coverage in the September feature, "How to Think About Industrial Direct Mail."\* This salute to the NIAA's top-kick is really a preliminary to that.

A full review of the career of George Staudt would require considerable space. But here are the highlights: He is advertising manager of Harnisch-

# PENINSULAR PAPERS

## JUST RIGHT for DIRECT MAIL



**E**specially Tuscan Cover... a stock that will give substance to your direct mail. Use it to give a slim booklet an important feel. As a Cover, you can't beat Tuscan Double Thick.

Tuscan (in white and eleven colors) can be used as booklet body stock to give it bulk; for calendars, menus, post cards, folders and broadsides. Tuscan's available in a wide range of weights and in several sizes. All antique finish.

A Tuscan Cover sample book is yours for the asking. Be sure you have one in your paper sample file.



Send me a Tuscan Cover sample book. And a list of nearby merchants who can supply sample sheets and dummies. Would also be interested in seeing ( ) Zamora Cover; ( ) Duplex Cover; ( ) Pab Cover.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

feger Corp., Milwaukee, Wis., (manufacturers of diesel engines, power shovels, prefabricated homes, electric hoists, soil stabilizers, truck cranes, overhead cranes, welding equipment). Started there in 1950 . . . from which date Harnischfeger's current enthusiasm for dramatic and colorful advertising really originated.

His biography reads briefly: Born May 28, 1912, in Pinckneyville, Ill. Hometown, Benton, Ill. Graduated in 1935 from the School of Journalism, University of Illinois. Member of Chi Phi fraternity. Former positions: Advertising manager, The Standard Register Co., Dayton, Ohio; asst. adv. mgr., Illinois Central Railroad, Chicago; copywriter, Benson & Dall Adv. Agency, Chicago. Home address: 6149 N. Kent Avenue, Whitefish Bay, Milwaukee 17, Wis. Married, with two sons aged 11 and 13.

There was a blackout period in George's career starting in 1940 and continuing for about six years. He left the Army as a Lt. Colonel with last assignment Chief, Counter-Intelligence Corps Branch, G-2, War Department. And in the good tradition . . . he still keeps mum.

He has won many awards, plaques and honors for outstanding advertising service and promotions. Was president of Dayton Ad Club; president of Milwaukee NIAA; is treasurer of Milwaukee Ad Club; a director on Advertising Federation of America board; is a member of practically every advertising and marketing association, including exceptional service on DMAA nominating committee.

An old association rule is . . . if you want to get things done (and fast) select a busy man for the topkick. George Staudt is *it*. The NIAA and industrial advertising in general will see fireworks of progress in the days ahead. We'll be applauding.

\* \* \*

\* Thanks to so many of you for your help during the hot summer months in gathering material for the tough nut, "How to Think About Industrial Direct Mail." We haven't been able to answer personally all the letters of advice, suggestions, case histories, etc. But the results and acknowledgements will all be evident in the September *Reporter*. It will be the best roundup of industrial direct mail opinions and theories ever published. Watch for it. Even those in other fields (retail, finance, mail order, publishing, etc.) can profit by the adaptable findings.

# MEMO:

SEARCH FOR NAMES

This office is doing a comprehensive list development project in the sports interest field and solicits cooperation from members of the Mail Advertising Service Association, Direct Mail Advertising Association, list owners, compilers and friends in the industry --- in running down additional mailing lists.

Names can be participants or spectators, amateur or professional, local, regional or national.

Of special importance are rosters of country clubs, athletic clubs, boxholders for sports events, players, coaches, managers and officers and members of sports associations.

The following are some of the categories:

Racing, horse and dog breeders, hockey, basketball, skeet shooting, tennis, soccer, fishing, skiing, lawn bowling, sailing, figure skating, sailing, power boating, pitching, baseball, horseshoe, hockey, boxing, golf, trapshooting, football, tennis, etc.

If the list is too small to be commercially attractive, let me know about it anyway. Send it to me or tell me where it can be secured. I shall reciprocate the courtesy with a useful token of my appreciation.

*Lewis Kleid*

P.S. Doing a similar job in digging for lists of people interested in high fidelity --- owners of phonographs or folks who buy phonograph records. If you know of such lists or own one, please let me have pertinent details: quantity, source, years, unit of sale and addressing charge.

*Mailing Lists* **Lewis Kleid Company** 25 West 45th Street, New York 36, N.Y. Judson 2-0830

## The inside story of NAMES UNLIMITED INC.

#23

List development is one of the prime functions of a list broker. A continual flow of new names is a necessity for mailers and list brokers alike, so one of our very important departments is devoted to just uncovering new lists and getting



as accurate and complete information about them as possible. To give this department new life, we took on a live young wire, Charles Crane. His enthusiasm in hunting up new lists and his perseverance in getting all the details made him the logical candidate to be our List Auditor. He has

been able to dig out facts about lists which give mailers and us a much clearer picture of the people they represent.

Charles is ready at the drop of an order to run anywhere to audit a list. He has become expert in analyzing a list set-up and is equally helpful to the mailer and the list owner in discovering ways and means to give and get good tests so that the continuation mailing will come up to expectation.

In this aspect of our service, he has worked closely with Leonore Lamer, the indispensable "key" person in our Order Department. Whenever you write or phone to Names Unlimited to ask for clearances on lists; whenever you send us an order for names; it is Leonore who takes care of your needs and is ultimately responsible for the correct fulfillment of your orders. And whether it's just a few tests you are asking for, or a full run on an entire list, Leonore gives you and your requirements exactly the same enthusiastic interest and close personal attention.



She performs her functions so unobtrusively that many clients are not aware of the thorny problems that arise every day, which are smoothed over by her tact and knowledge. She has a wonderful telephone manner and many long distance calls throughout the day oil the ways for launching successful mailings. List owners love

her too. And this makes it possible for her to make profitable replacements for lists that may be temporarily tied up or unavailable. Her staff of assistants thinks she's wonderful and their team work shows it.

Jeannette Raishel is our Treasurer. Of her many wonderful qualities, two should be stressed here. First, her attitude on accounting problems is: What is the simplest way? Her practical approach has clarified many a muddy book-keeping problem for our customers and list owners. Second,



she is a unique holder of purse strings. She holds them wide open when it comes to spending money for the benefit of our clients. It is she who must approve all the research we do to improve our service. She understands that money spent this way is a good investment because as our clients are served better, our volume of business increases.

Service — from each in a different way — is the aim of our whole staff. Marcie, Edith, Walter, Charles, Leonore, Jeannette, and of course all the others on our devoted team who pitch in and keep the ball rolling. We're always looking for ideas to help you make your mailings a success. If you have any suggestions for ways that we can help you more, won't you please tell us?

*Arthur Martin Karl*

President

**NAMES UNLIMITED, INC.**

352 Fourth Avenue, New York 10, N. Y.  
Murray Hill 6-2454

Charter Member National Council of Mailing  
List Brokers

OUR 26th YEAR IN THE LIST FIELD



# Short Notes

## DEPARTMENT

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

**Note to new subscribers:** Read this department with a pencil in your hand. It's a monthly roundup of what's new or what's doing in direct mail. Check those items on which you or your secretary should do something . . . like write for a specimen, ask for information, or just make a friendly contact. That is the purpose of these Short Notes.

□ **FIND AN EXCUSE** to write to The Mayan Book House, P. O. Box 2710, San Antonio 6, Texas. Ask the boss there, Wm. P. Taylor, to send you his catalog or something. If he writes an answer to your letter, you will see a most unusual letterhead and matching envelope. There is a tint block of hieroglyphics imprinted on the letterhead sheet and a corresponding imprint on the envelope. Most attractive.

□ **THE DIRECT MAIL ADVERTISING ASSN.** is trying an interesting experiment which is reminiscent of the war years, when many direct mail people jumped into the Graphic Arts Victory Committee to furnish creative help to government departments. That activity ended at the close of the war. But some government departments have serious peacetime problems which concern direct mail. The Department of Agriculture mails enormous amounts of questionnaires to farmers and local merchants . . . and officers recently asked for help in improving their mailing techniques. DMAA President Larry Chait has appointed a committee, made up of DMAA members, who will work with the Department of Agriculture as a public service. S. Arthur (Red) Dembner, circulation promotion manager for *Newsweek*, will be chairman of the group.

□ **BEAUTIFUL** is the only word to describe the 50th anniversary brochure issued by Dittler Brothers, Inc. (manufacturing printers) 120 Hunter St., S. E., Atlanta 1, Ga., to celebrate "a half century of printing specialization." A clever note from Vice President Bill Schwartz explains that the project was started well ahead of the anniversary date, but customers' work interfered, and the brochure was completed six months late. We can well imagine the headaches in its production since it is difficult to describe.

It is a spiral-bound affair with extra folded flap wings. Clever cut-out pages and colorful reproductions of some of the jobs that have gone through the Dittler plant over the past 50 years. It deserves a place in the Printing Hall of Fame.

□ **ADD TO DIRECT MAIL DAYS:** Burlington, Iowa, had its first Direct Mail Day on Tuesday, June 8 . . . with the mayor's proclamation and all the other trimmings. Luncheon and dinner at the Hotel Burlington and trips during the day for tours and meetings at the plant of the National Research Bureau. Martin Baier, of the M. P. Brown Division of NRB, was general chairman. Twenty-eight members of the Kansas City Direct Mail Club flew over by chartered Braniff airplanes for the big event.

□ **A FAMILIAR FACE** with a big smile above a bow tie will be missing at a spot on 45th Street in New York where advertising and graphic arts people from all over the country are accustomed to meet and dine. Louis Agazzi passed away a short time ago, but his famous Scribe's Restaurant at 209 E. 45 St. will be continued by Louis' capable and friendly daughter. Louis' last year of life was made happier by the solicitation of his many friends, like Mack Beresford and others of the James Gray crowd. Knowing of his illness they took him on Canadian fishing trips, induced him to go on Mexican jaunts, and then a final fling in his beloved Italy.

□ **FOR FOREIGN MAILERS:** The second edition of McGraw-Hill International Corp.'s *Listing of U.S. Firms with Overseas Investments* has just been published. Reported to be the only commercial volume of its kind, the listing

There's only  
*One*  
**DICKIE-  
RAYMOND**

**DIRECT ADVERTISING  
and**

**SALES PROMOTION**

**for 33 Years**

★  
**Planning  
Writing  
Production**



**521 FIFTH AVENUE  
NEW YORK**

**SHERATON BUILDING  
470 ATLANTIC AVENUE  
BOSTON**

# Elliott

## ADDRESSING MACHINES

offer you the only competition  
you can find in the Addressing  
Machine industry.

Consult your yellow telephone  
book or write to The Elliott  
Addressing Machine Co.,  
127 Albany St., Cambridge,  
39, Mass.



**E.W. Husen**  
COMPANY

**OFFSET PRINTING  
DIRECT MAIL SERVICE**

10321 WEST McNICHOLS ROAD  
DETROIT 21, MICHIGAN

UNiversity 4-7881

July 9, 1954

Dear Friends.....

We're not going to do any celebrating, hold any cocktail parties, or raise any whoops of any kind - but.....

To-day - July 9th, 1954 - marks the completion of our first **THIRD OF A CENTURY** in business!

Yessir! Exactly 33-1/3 years ago, on March 9, 1921, we hung out our shingle down on Griswold Street. We rented space about ten by ten feet on the third floor of a "walk-up" building, right where the Union Guardian Building stands now.

The ceilings were at least 18 feet high - so when we climbed those golden stairs with a few packages of letterheads in our arms, we puffed a little when we reached the top - even though we were a lot younger in those days than we are now.

Customers used to call us in to get an order. They'd point to a pile of stationery, and say, "There it is." Nowadays, when we're 33-1/3 years older, they still say, "There it is" - but they add, considerably, "I'll hold the door open for you." Age has its compensations.

Anyhow, a lot of things have happened in the last third of a century, since we started this business. You're not much interested in what has happened to us - but we'll say, anyway, that we've been plugging away year after year, doing more business year after year, and satisfying more and more customers.

We still have the same attitude toward our customers that we had back in '21. We try to give the best service we can to everybody - on small orders and big ones. We hope for a little profit as we go along; but, honestly, the reward we've enjoyed most all these years has been the good will and friendship of a lot of very fine people - our customers.

Please accept our apologies for talking so much about ourselves. We don't do it often. We just thought that our 33-1/3rd anniversary entitled us to this exception to our usual rule.

Thanks a lot for your business and  
for your friendship....

*E.W. Husen*

for E.W. Husen Company



## AN ANNIVERSARY LETTER

This reporter got a kick out of reading the anniversary form letter mailed by our old friend, Ed Husen, of E. W. Husen Company, 10321 W. McNichols Road, Detroit 21, Mich., to celebrate his 33-1/3 year anniversary.

We think some of the oldtimers in direct mail will enjoy it too . . . so we are passing it along as a reminder of those crusading days when selling direct mail was really tough.

includes names and addresses of 1,150 U. S. companies for foreign investments, and also gives the names of more than 1,000 corporate officials. Price is \$20. Incidentally, McGraw-Hill International Corp.'s *American Letter* (the fortnightly business newsletter for overseas executives) gets three new editions this month. New editions will be printed for distribution in Japan, India and the Philippines. In addition to a world edition, McGraw-Hill also publishes editions for England, Brazil and Mexico . . . with more planned for 1955. If you want more information about the *Overseas Investments Listing* or *American Letter* their address is Overseas Business Serv-

ices, McGraw-Hill International Corp., 330 W. 42nd St., New York 36, N. Y.

**REMINDER NOTE** to printers, lettershops and other suppliers of direct mail services: Part of the New York State fund-raising reform law became effective July 1. Other phases are effective September 1. If fund-raising organizations violate the law requiring consent, in writing, for the use of sponsors' names, or registration with financial statements, there may be injunction actions which would tie up funds and prevent

the producer from collecting for his services. It therefore becomes necessary for producers to ask their fund-raising customers to supply an affidavit of compliance with the New York State laws. If you need any help on a proper form, get in touch with the Direct Mail Advertising Assn., 381 Fourth Ave., New York 16, N. Y.

**COMICS** get an impressive pat on the back from some of the nation's top magazines in a 4" x 5 1/4" booklet published by Metropolitan Sunday Comics, Inc., 260 Madison Ave., New York 16, N. Y. Each page of the small 20-page booklet contains a quote from a national magazine about the nation's favorite reading habit. Besides *Life*, *Redbook*, *Good Housekeeping*, etc., there are also quotes from highbrow publications such as *The Saturday Review of Literature*, *The American Scholar*, and *The Journal of Educational Sociology* which is quoted as saying: "Certain it is that comics have emerged as a major institution. They are here to stay. We are beginning to feel their social impact. Their potentialities as a social force are tremendous. It behooves us to understand the comics, learn to live with them, use them as a medium of communication."

**BUSINESS BRIEFS**, syndicated h.m. published by Wetmore & Co, 1015 S. Shepard Dr., Houston 19, Tex., celebrates its 10th anniversary this month. The monthly four-page digest of business and humor is used by advertising agencies, manufacturers, etc. with imprint on the masthead. Write to Mack Wetmore and ask him to send you a few sample copies.

**HECO ENVELOPE COMPANY** is expanding their manufacturing facilities. The 50-year-old firm has just bought another building at 1900 N. Kilbourn Ave. in Chicago and plans to start additional operations there after April, 1955. The new building will give Heco 50% more space than they now have at 4500 Cortland Street.

**SERVICE AWARD PROGRAMS** are thoroughly explained in a good booklet just released by American Emblem Co., Inc., Ogden Blvd., Utica, N. Y. It's designed to assist executives in establishing an employee service award program . . . by using American award emblems. The handy guide offers suggestions covering planning, presentation schedules, the presentation meeting, publicity, etc. Asst. sales manager W. C. Roberts says he'll be glad to send a copy to anyone who wants one.

□ **PENCILS PLEASE:** The Save the Children Federation has an unusual charity drive underway. They're asking for pencils to be given to children all over the world whose education is cramped because they must use twigs from trees, lumps of coal or just their fingers to trace letters in the dirt. The "Pencil Please" campaign is headed by Salom Rizk, author of *Syrian Yankee*, who learned to write by scratching letters in the dust with his fingers. This is a charity drive that would really please Abe Lincoln. If you have any extra pencils in that bottom desk drawer, send them to "Pencils Please" at 1721 Park Ave., New York 35, N. Y.



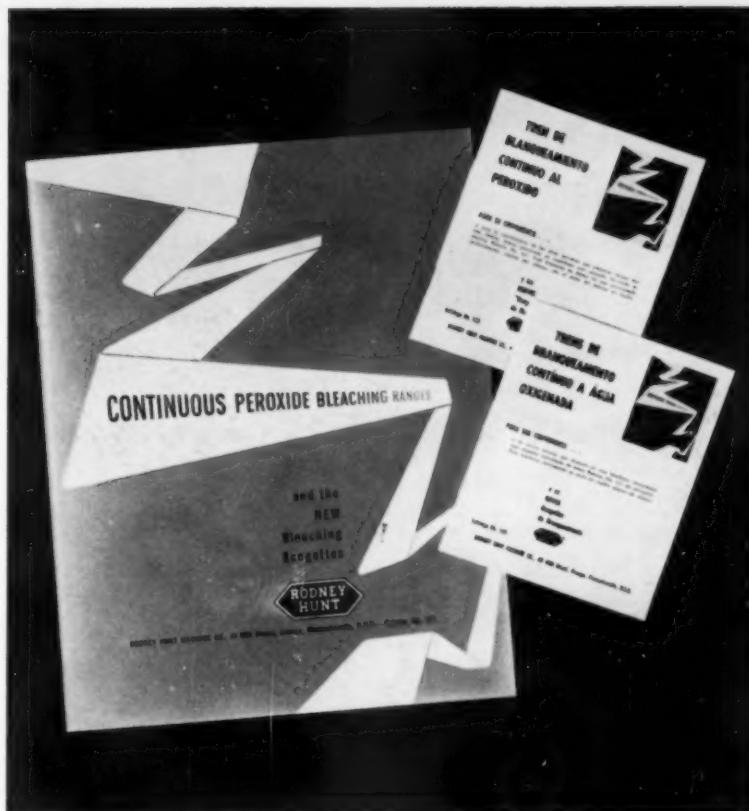
□ **IF YOU WANT TO SELL** to firms having anniversaries, you should get *The Business Founding Date Directory* compiled by Etna M. Kelley. It gives the founding dates of over 7500 business organizations . . . both alphabetically and chronologically. Over 90% of them have been in business over 40 years. Makes an ideal prospect list for ideas, services and products useful to firms celebrating their anniversaries. Price is \$10.00 per copy. Write to publishers Morgan & Morgan, High Point Rd., Scarsdale, N. Y.



□ **PORTFOLIOS OF COLOR REPRINTS** make up a new sampling campaign launched by Sanders Printing Corp., 233 Hudson St., New York 13, N. Y. Contains a variety of sizes, formats and promotional effects both in letterpress and offset. A sales letter tipped-on inside tells how the portfolio can be used as an extensive idea file. A file size rate card with complete prices of reprints up to four colors is also included. You can get one of the portfolios by writing to Norman Sanders.



□ **GOOD HOUSEKEEPING MAGAZINE** did a wonderful job on their Consumer Panel Report of Beauty Secrets for 1954. The 103-page, indexed report is based on response to lengthy questionnaire sent to their 2,500 Consumer Panel Members (*GH* subscribers). The questionnaire was mailed in exact proportion to the total U. S. circulation of the magazine by states and group sizes. 1,719 Panel Members answered the questions about their beauty care habits . . . everything from skin care to mouth washes. Typical of the interesting statistical data is the fact 30% of the respondents said they would use perfume more often, 43% would use cologne more often, if an easy method of application were developed. Copies of the report are available by writing to Miss



## MINIATURE OFFSET TRANSLATIONS CUT FOREIGN CATALOG COSTS

Production costs for foreign translated catalogs were trimmed by John Mather Lupton Co., Inc., for their client Rodney Hunt Machine Co., manufacturers of textile and chemical process equipment. The New York agency produced a lavishly-illustrated 8 1/2" x 11" equipment catalog for R-H's U. S. market . . . but the language of American textile men is as idiomatic as it is technical, making the English catalog impractical for R-H overseas customers. Rather than translate and reproduce the whole catalog, Lupton offset 4" x 5" miniatures in both Spanish and Portuguese. They were laid out to correspond, page by page, with the text of the English catalog. Upper right hand corner of each miniature contained a photo-facsimile of the corresponding page in the original catalog. Press sheets of the original were photographed, translated repros pasted over the English text, original photos tipped on, and the miniatures were run together. Both English catalog and translated miniatures were mailed together. (For a complete analysis of foreign direct mail see page 22).

Helen Ferguson, *Good Housekeeping* Magazine, 57th St. & 8th Ave., New York 19, N. Y.



□ **ANOTHER GOOD SURVEY** is one profiling the buying power of the average *Newsweek* family man . . . produced by *Newsweek* magazine, 152 W. 42nd St., New York 36, N. Y. Left hand pages of a promotional booklet titled *Opportunity House* picture rough sketches of new house floor plans as the average *Newsweek* reader might draw them to show the architect what he wanted. Right hand pages contain statistical data of

the average reader . . . showing that "The *Newsweek* family man has the means to build or buy what he wants." The buying plan survey covers everything from a power saw to high fidelity sound equipment.



□ **GARDENING** in America is the subject of another survey compiled by the Research Department of Capper Publications for their *Household* magazine. A tabulation of 1,977 returned questionnaires showed that 14 out of 15 small town and city gardeners have a lawn; 2 out of 3 a vegetable garden; 9 out of 10

# Around-the-World Shoppers Club

MAILINGS ARE PREPARED BY  
**MAXWELL SACKHEIM & CO. INC.**  
670 Fifth Ave., New York 19, N. Y.

**FREE**  
**\$10 KIT OF STOCK ART**



Write now for your FREE sample "Clip Book of Ready-to-Use Art" and new Hand-Lettering on Acetate. Also details on \$10 kit of stock art free! Cuts paste-up time and costs in half. No obligation. Send for yours today.

**HARRY VOLK JR. ART STUDIO**  
22 West Verona, Pleasantville 2, N. J.

## Now Advertisers Use Photo-Reports



Illustrated booklet describes how Sickles gets pictures and reports for Advertisers and Editors

Send for free copy

**SICKLES**  
Photo-Reporting Service  
38 Park Pl., Newark, N. J.  
MArket 2-3966

## WARM UP COLD COPY



and keep costs down, quality up with Art Mart Art. Classified, easy to use, new and fresh every month. Must see to appreciate. Write:

WRITE: M. Bond  
P. O. Box 2121  
**ART MART SERVICE** Dallas 21, Texas

## DIRECT MAIL AND MAIL ORDER

### COPY

Writer of Mail Order Letters that bring back orders and cash . . . Contacting Letters that create and maintain good will between salesmen's calls . . . booklets, folders, brochures, house organs, circulars that do the selling jobs you want them to do. Fully endorsed by a nationwide clientele. Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . editor of IMP, "the world's smallest house organ."

**ORVILLE E. REED**

106 N. STATE STREET  
HOWEL, MICHIGAN

## Want Help Preparing Your Direct Mail?

Then get acquainted with the sales-minded thinking and the proven writing talents at your service here. Your inquiry will not obligate you.

**EDWARD W. OSANN**

175-35 88th Avenue  
Jamaica 32, N. Y.

## Short Notes

CONTINUED

grow outdoor flowers; 5 out of 6 report shrubs, bushes or hedges; and 3 out of 8 grow some kind of fruit. The *Household* study was drawn from places of less than 50,000 population . . . a market accounting for 78% of the nation's single-family dwelling units, 71% of the owner-occupied units, 63% of all U. S. families. This market buys everything from garden insecticide to garden tractors. You can get the full facts of the survey by writing to Victor Hawkins, director of Capper Research, at 912 Kansas Ave., Topeka, Kan.



□ **LINE-O-PRINT** is the name of a new low-cost photo composer that sets headings, etc., from separate alphabets. Line-O-Print alphabets come in book form with most any size of face from 14 to 84 pt. Each letter is placed into the machine individually, controlling letter spacing, etc. Copy is printed on 35 mm. photo paper. Overall size of the machine is 21" x 6½" x 8", making it easily portable. For complete information and price write to Line-O-Print Co. at 1624 Harmon Pl., Minneapolis 3, Minn.



□ **SMALL FIRMS** with relatively few employees and no regular safety staff will be interested in a new safety booklet being distributed by the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill. It shows how accidents add to the cost of doing business . . . and outlines seven easy steps small business can follow to eliminate them. Titled *Plus Cost*, the eight-page booklet makes a useful text for any company that wants to build a good safety program. You can get a copy by writing to the Small Business Program of the National Safety Council at the above address.



□ **GRAPHIC ARTS EDUCATION** in schools and colleges throughout the country is surveyed in a statistical report published by the Educational Council of The Graphic Arts Industry, Inc., 719—15th St., N.W., Washington 5, D. C. The survey was conducted as part of the Educational Council's extensive program to meet the printing industry's needs for better trained manpower and to relieve the shortage of manpower. Of the 1,109 schools surveyed, the council found that 284 elementary and junior high schools teach printing, 407 senior high schools, 137 vocational schools, 96 special schools (handicapped, etc.), and 125 were colleges and institutions of higher education. The survey's lengthy

WILLA MADDERN, Inc. MAILING LIST BROKER

• WILLA MADDERN, Inc. • MAILING LIST BROKER • WILLA MADDERN, Inc. •

## When YOU sell by MAIL, here's a tip from the experts to remember . . . and profit by . . .

Many of the country's most successful mailers (large and small) ask us for our latest list recommendations before making up their test schedules. They know, from experience, how valuable this service is in helping them find the most responsive lists for their direct-mail offers.

This same service is yours, free for the asking. Simply let us know what your offer is, and we will send you complete details about the lists which we believe should be most responsive to your mailing piece.

CHARTER MEMBER  
National Council of  
Mailing List Brokers

**WILLA MADDERN, INC.**  
215 Fourth Ave., New York 3, N. Y.

PHONE NUMBER  
OREGON 7-4747

• WILLA MADDERN, Inc. • MAILING LIST BROKER • WILLA MADDERN, Inc. •

WILLA MADDERN, Inc. MAILING LIST BROKER

appendix lists most of the country's printing instructors. Now . . . what we need is more education on how to sell printing. Direct mail printing, that is.



□ "WALK INTO COOL COMFORT" is the catcher on a folder die-cut to form a footstep . . . mailed by Remington Air Conditioning Co., Syracuse, N. Y., through their dealers. Copy inside tells recipient "Those hot days are just around the corner—be prepared with a new Remington Air Conditioner. 'Walk in' and see the complete line in our show room . . ." Corner card on the address label said it was "A step in the right direction for . . ." Seems like Remington put their heart and sole into this one.



□ ADVERTISING LAYOUT is a beautiful book on the subject written by our old friend William Longyear, professor and chairman of the Department of Advertising Design at Pratt Institute in New York. It has 108 pages of creative layouts designed by leading commercial artists. Completely modern, up-to-date, with the latest techniques and styles. Every artist and art director should have a copy. *Advertising Layout* is published by The Ronald Press Co., 15 E. 26th St, New York 10, N. Y. Price: \$6.50 . . . and well worth it!



□ COLLEGES AND PRIVATE SCHOOLS are listed in the new 1954 edition of *The Yellow Book*, just published by the Educational Bureau Publishing Co., Inc., 14 E. Jackson Blvd., Chicago 4, Ill. It lists 18,389 private schools and colleges under 60 major classifications which include vocational, industrial, trade, correspondence, etc. 1,742 of them are Canadian. Full address and name of the school's executives are given for each listing . . . as well as enrollment data, entrance requirements, courses offered, etc. The 500 pages of educational information sells for \$15.00 per copy.



□ STOOLCRAFT is a humorously illustrated booklet explaining how industrial production is boosted by sitting down on the job. With some direct references to the anatomy most concerned with sitting, the booklet tells that the best sitting arrangements are provided by Standard Pressed Steel Co.'s Hallowell line of stools and chairs. *Stoolcraft* is the second in a series of illustrated booklets on SPS products. The first was *Benchery* which discussed various models of Hallowell work benches. Anyone who

# e nvelopes

with

# C olor

## personalities

Our facts and figures  
prove that Cupples Personal-  
ized envelopes will give your direct mail  
a terrific "hypo!" Your mailings are carefully  
planned and designed—follow through and tie-in  
Cupples Personalized envelopes to get them  
opened and read. Once they're read—your  
sales will rise—your profits soar—and  
your mission's accomplished—suc-  
cessfully! Phone—or write—  
today for a Cupples represen-  
tative to show you samples  
of envelopes that have  
terrifically "hypo'd"  
thousands of  
mailings.

S. Cupples  
envelope co., inc.

360 Furman Street • Brooklyn 1, New York





## creative design

- for
- CORRESPONDENCE
  - DIRECT MAIL
  - SELLING
  - MERCHANDISING
  - PACKAGING

Tension creates envelopes that sparkle... envelopes that stir the urge to buy. Envelopes that package products—then help to move them off the shelf.

However you use envelopes—a Tension “Creative Design” will do its part to make your envelopes more effective. *Creative Design* is the extra ingredient that makes a good envelope better. *Creative Design*, like “Tension Inventions” is another Tension Service!

### TENSION ENVELOPE CORP.

New York 34, N.Y.—522 Fifth Avenue  
St. Louis 10, Mo.—5001 Southwest Ave.  
Minneapolis 1, Minn.—129 North 2nd St.  
Des Moines 14, Iowa—1912 Grand Avenue  
Kansas City 8, Mo.—19th & Campbell Sts.  
Ft. Worth 12, Texas—5900 East Rosedale

## 3 HOT MAILING LISTS

### 1. Catholic Lists — \$20 per M

A — 500,000 Members of Catholic Labor Unions.

B — 400,000 Contributors to a large Parochial School and Church project in the Far West.

These lists raised several million dollars.

### 2. Korean Veterans — \$15 per M

600,000 names of Korean and European Veterans.

Selection by state only — Current addresses.

### 3. Corporation Gift Buyers — \$10 per M

38,000 names of America's largest firms who buy Christmas gifts in bulk for distribution to Stockholders, Company Officials, Clients, Customers and employees.

Geographically by state. Includes name of gift buyer.

Write on your business letterhead for free copy of our Mailing List Catalog No. 6

### DUNHILL INTERNATIONAL LIST CO., INC.

365 Fifth Avenue

Plaza 3-0833

New York 17, N. Y.

### Give Your Salesmen a Coat of Mail!

Salesmen average 16 orders per 100 calls from leads through advertising; 38.4 orders from leads after literature is sent, VS 9.2 on cold calls. WE BUILD BARRAGES TO BOLSTER SALES!

*“That Yellow Bott”*

Leo P. Bott, Jr., 64 E. Jackson, Chicago



**NEW TR. Jr. TRAVELING RACK**  
**CUTS MAILING COSTS**

Ten Hook-On Trays speed up print ing, mimeographing, sorting, in serting... keep things moving in the mail room. Write for folder

**All-Purpose Metal Equipment Corp.**

255 Mill Street

Rochester 14, New York



### YOUR PHOTO ON STAMPS

Ask National about this unique, inexpensive way of personalizing your calling cards, direct mail pieces, public relations correspondence, products.

(actual size)

Samples and details without obligation.

**NATIONAL PHOTOSTAMP CO.**

Dept. R-48, 309 New York Ave., B'klyn 13, N. Y.

### TOP NEGRO NAMES

The only compiled lists of top Negro names. Over 500,000 Professional and Business men and women plus members of leading social and civic clubs. All lists national. \$15 per thousand includes addressing. Write today. **Calvin News Service:** 101 West 46th Street, New York.

## Short Notes

CONTINUED

wants a copy of either booklet, says SPS, should sit down (preferably on a Hollowell product) and write to Hollowell Shop Equipment Div., Standard Pressed Steel Co., Box 213, Jenkintown, Pa.



□ **RED WRITING HOOD**, a special carbon paper manifolding system, is promoted in a clever booklet titled *Miss Miggins, The Wolf—and Red Writing Hood*. Written in “fable” style, the illustrated booklet produces a wolf at the desk of a harried secretary (Miss Miggins). He explains to her how *Red Writing Hood* eliminates the handling of loose carbons and makes her job easier. Secretaries can get a copy of the interesting promotion by writing to Interchemical Corp., Ault & Wiborg Carbon & Ribbon Div. who make *Red Writing Hood*. Their address is 417 E. 7th St., Cincinnati 1, O.



□ **MEN, METHODS AND MACHINERY** are given a dynamic blow-up in a giant, 37” x 48” broadside from The Federated Press, 1187 Bleury St., Montreal, Que., Canada. The address fold is illustrated with battleship guns in action below the headline: “IDEAS with the force of a BROADSIDE.” The piece unfolds, telling the Federated story of how creative men, methods and machinery turn out “printed products that perform according to plan.” It’s a BIG idea that packs a lot of sales wallop.



□ **HOUSE MAGAZINE EDITORS** will be interested in the new revised *Bibliography of House Organ Production* compiled by Abigail Fisher Hausdorfer and published by Temple University Libraries, Philadelphia 22, Pa. Its aims are to assist h.m. editors by giving them sources of basic publications on writing and production of the house magazine or newspaper. Its 72 pages provide a helpful selection of reference material on journalism... and extensive buying guild for developing a house magazine editing library.



□ **CABBAGES AND THINGS** is the name of an interesting little personal house magazine, published six times a year by a fellow who calls himself Plant-smith (P. O. Box 818, Palo Alto, Calif.). Subscription price is 50c a year—three years for \$1. It is all about growing



things in the garden and part of it is devoted to promoting a special soluble fertilizer called Spoonit. We have been having some correspondence with Plant-smith and his letters are as fascinating as his house magazine. If you like gardening, maybe you should write for a sample and let Plantsmith tell you about Spoonit.



□ JOSEPH W. FERMAN, longtime active member of the New York Hundred Million Club, on June 1 took over control of Mercury Publications. Joe became publisher and sole owner of the company, which publishes *Ellery Queen's Mystery Magazine*, *Fantasy and Science Fiction*, *Mercury Mysteries*, *Bestseller Mysteries* and *Jonathan Press*. Former publisher, Lawrence E. Spivak, will devote himself entirely to his radio-television activities, which include *Meet the Press* and *The Big Issue*. All of his friends wish Joe Ferman the best of luck.



□ GOOD SAMPLING. A short-copy folder from Foxon Company (labels), 235 W. Park Street, Providence 1, R. I. makes good use of one of the company's label jobs. A colorful rabbit label produced for Whitman's Easter candy is tipped on the inside, showing through an egg-shaped die-cut in page one. Folder copy reads: "Your sales will multiply like rabbits . . . when you use chromatic labels and tags by Foxon." A postage-paid request form is included with a Foxon offer to send recipient a colorful design for their own product identification.



□ A NEW AID FOR TRADE SHOW EXHIBITORS is being offered by Lewis Barry, Inc., trade show exhibit specialists of New York and Philadelphia. Called the *Barry-O-Meter*, it consists of a file containing a complete check-list of important items to be considered for successful exhibit planning, designing, construction and promotion. Also gives helpful hints on proper "booth behavior" and maintenance. You can get a copy of the file by writing to Lewis Barry, Inc., at 12 John Street, New York 38, N. Y.




□ VOL. 1, NO. 1 of Double Envelope Corp.'s *Business and Industry Mailer's Guide* contains a lot of sales meat. Most of the four-page issue was devoted to a case history on how direct mail solved 5 basic problems . . . offered a lot of good advice. Write to them at Roanoke 4, Va., and ask for a copy. We're looking forward to future issues of the guide.



□ ANOTHER VOL. 1, NO. 1 is *Pak-Facts*, a newsletter for the meat trade, published by Transparent Package Co.

look for the  
watermark

**NEKOOSA** BOND  
MADE IN U.S.A.




... and look  
at the  
new, brighter  
white!

Nekoosa Bond, long a favorite business paper because of its attractive appearance, is now more distinctive than ever in a new, brighter white. Ask your printer to show you samples of the new Nekoosa Bond. You'll want to use it for letterheads, envelopes—and most of your other office stationery. Nekoosa-Edwards Paper Co., Port Edwards, Wis.

America does business on

# NEKOOSA BOND



*it pays to plan with your printer*

**ARCHER**  
MAILING  
LIST  
SERVICE

140 WEST 55TH STREET, NEW YORK 19, N. Y.  
JUDSON 6-3768

**113,000  
BUYERS**

book on home decorating offered by manufacturer of quality furniture; 100% women.

**\$13.50 per M**  
rental, on labels

Member  
National Council  
of Mailing List  
Brokers

### Want To Make Your Direct Mail Fund-Raising Appeals More Productive?



Then let me tell you how I have helped make other appeals more effective and how I could help you increase your direct mail percentage of returns and net dollar income.

**WILLIAM M. PROFT**  
27 Washington Pl., East Orange, N. J.

### NEW LOW-COST SERVICE FOR VOLUME MAILERS

Here's a topnotch organization of skilled and semi-skilled workers who can show you new high speed, low cost performance in

**MAILING PREMIUMS  
PREMIUM MANUFACTURING  
COUPON MAILINGS  
SAMPLING MAILINGS**

We're ready to serve with modern mailing equipment, high speed production assembly machinery, ample warehouse space and plenty of know-how. Write, wire or call and let us show you how you make real savings on your next job or campaign.

**WILLIAMSON ENTERPRISES**

Division of Williamson Machine Corporation  
PHONE 7101 WILLIAMSON, N. Y.

## Short Notes CONTINUED

(Tee-Pak) of Chicago, Ill. First issue was mailed to 5,000 meat packers in the U. S. and Canada. Pak-Facts main objective says vice-president and sales director E. E. Ellies will be to report current changes in the food processing and merchandising field. Each issue will contain a feature article on a technical phase of packaging, with emphasis on practical tips for meat packers.

□ HERE IS A MODEL of the new gold mailbox award which will be given at the Boston Direct Mail Advertising Assn. convention to the ten entries rated by the judges as being "tops." There



will be another new award this year to be called the "Henry Hoke Plaque" . . . to be selected by the judges as representing the most courageous or unusual solving of a difficult problem by direct mail.

□ MODERN PHOTOGRAPHY magazine, 33 W. 60th St., New York 23, N. Y., has come up with a couple of novel ideas for circulation-increase graphs. They got tired of using the same old lines in their promotion . . . so for their sister publication *Photo Dealer* they used a "graphed" line of a giraffe's neck to tell the circulation story. Circulation figures were printed in red with corresponding dates of increase. The giraffe's neck traced the increase. Copy read: "Up, Up, Up goes *Photo Dealer's* paid circulation . . . the highest in the field." Another piece, for *Modern Photography*, was a roughed graph as it might come off the doodle pad of a promotion manager. We like the doodles

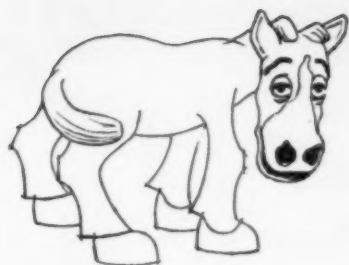
that come from *Modern Photography* promotion manager Roy M. Green's pad. Always interesting.

□ SO, YOU'VE BEEN ELECTED PUBLICITY CHAIRMAN! is the title of a 22-page booklet being distributed by Occidental Life Insurance Company of California, 1151 S. Broadway, Los Angeles 54, Calif. As a public service to civic groups and newspapers, Occidental has already distributed 75,000 copies of the booklet . . . which presents a good working outline for any amateur publicist with a community project to get in the papers. Back of the booklet has 8 good "don'ts" for publicity chairmen which we wish some professionals would follow. You can get a copy by writing to Don F. Sorensen of Occidental's Public Relations Dept.

□ "WOMEN LOVE GRAY" according to an attractively designed folder from Pemco Corp. (ceramic stains), 5610 Eastern Avenue, Baltimore 24, Md. A gray earring is attached to the folder . . . against sketched backgrounds of a modern room done in red and one in yellow. Dramatizes that gray "accentuates the beauty of other colors . . . is always at home—anywhere." Advertising manager Boone Strickland reports that the earring idea was a good stimulator for salesmen who normally sell color only as a sideline—Pemco's big products are porcelain enamel frits and glaze frits. The back of the folder tells the recipient to "Remind the Pemco man to give you the other earring. Then you will have a little gift to take home to your wife." We also liked the slogan on Pemco's letterhead: "Always begin with a good finish."

□ MAIL ORDER SELLING is the theme of the 8-page, May 1954 issue of the Business Service Bulletin, published by the Small Business Administration of the U. S. Department of Commerce. It gives basic information sources on mail order selling. Describes the mail order field (similar to *Reporter* analysis in April 1954 issue.) Gives comprehensive listings of where information can be obtained, either from government or non-government publications, directories, trade papers, trade associations, etc. You can get a copy free by writing to Joseph H. Rhoads, Office of Distribution, Department of Commerce, Washington 25, D. C.

(continued on page 46)



# TAKE IT OR LEAVE IT!

**L**OOK OVER your daily mail, leaf through magazines and newspapers, turn on your radio or TV—and you'll find a thousand salesmen trying to force an order blank into your reluctant hand. Analyze the sales pitches and you'll find they run from dull, "we give good service, price and quality," through bombastic claims to wildly improbable and unbelievable statements.

The Let's Have Better Mottoes Association monthly direct mail was originated, copyrighted and trade-marked nine years ago to demonstrate the theory prospects paid little attention to run-of-mine advertising and bought where they were on friendliest terms with company and salesman. "FORTUNE" calls the motto mailings "a lot of happy nonsense."

The first user of these monthly mailings found he was getting \$77 in orders for every dollar spent. The second

grew from a one man shop to the biggest plant in his business in town. The third has kept his lead as the largest institution in his city. Some thirty others are getting the same good results in the way of creating good will, getting on friendlier terms with prospects, adding new prospects, conserving expensive sales call time, producing inquiries and orders.

Franchise to use this out-of-the ordinary direct mail is exclusive by type of business and sales territory. It is doubtful whether more than a dozen more copyright licenses can be given without reducing effectiveness and exclusiveness.

If you do a substantial sectional or national business in any of the following industries you may want to look into this tested and proved direct mail:

#### **Automotive**

**Aviation (manufacturing)**

**Brewing — Distilling**

**Chemical**

**Clothing**

**Foods**

**Furniture — Carpets**

**Heating — Air Conditioning**

**Household Appliances**

**Hotels**

**Machinery**

**Office — Store Equipment**

#### **Insurance**

**Jewelry — Gifts — Books**

**Paper — Paper Products**

**Medical — Dental**

**Plastics**

**Paints**

**Steel — Non-ferrous Metals**

**Textiles**

**Sporting Goods**

**Radio — TV**

**Rubber**

**Transportation**

Write on your business letterhead and you'll get samples, case histories and background information. There'll be no breathing down your neck to urge you to sign up. You, and you alone, decide whether this is a refreshing ap-

proach to your sales problem. You owe it to yourself and your company to investigate what one nationally-known direct mail expert has called "the most sensational sales promotion idea I have seen in a long, long time."

**Frederick E. Gymer, 2125 E. 9th St., Cleveland 15, O.**



## CUT-OUTS ARE GIMMICKS WITH THEIR SELLING FEET ON THE GROUND!

by William B. Freedman

President, Freedman Cut-Outs, Inc.

**Reporter's Note:** There is probably more interest right now in novelty pieces than at any other time in direct mail history. Selling is getting tougher . . . therefore more necessity for getting favorable attention. We turned to an outstanding expert for an up-to-date discussion of the always controversial subject. You'll enjoy and profit by the advice of Bill Freedman, president of Freedman Cut-Outs, 34 Hubert Street, New York 13, N. Y.

It is a safe bet that direct mail advertising has probably produced more gimmicks, gags and tricks than any other field of marketing showmanship in America.

Pin-ups and parlor games, fine art and flim flam, collectors' items and cartoons, 3-D and theatrics—some strange-looking contestants have indeed participated in the daily race for a buyer's attention that is at once the bane and the beauty of direct mail advertising.

Many advertisers, dividing direct mail competitors into "the quick and the dead," employ a hectic menagerie of devices calculated to raise a read-

er's eyebrow or titillate his funny bone—but, above all, to keep his eyes glued to the sales message. The need to "pull"—to win attention against a morass of competitive morning mail—has created a need to be novel and different that has all but erased the limits of admen's ingenuity. Certainly no advertiser in his right mind would dispute the value of being "different" when novelty is used as a genuine attention-winner and the punch-line of the gag produces a sale.

All too often, however, the gimmick becomes an end in itself. When this happens, a direct mail device may catch a buyer's eye—but lose the sale.

### Gimmicks Must Sell

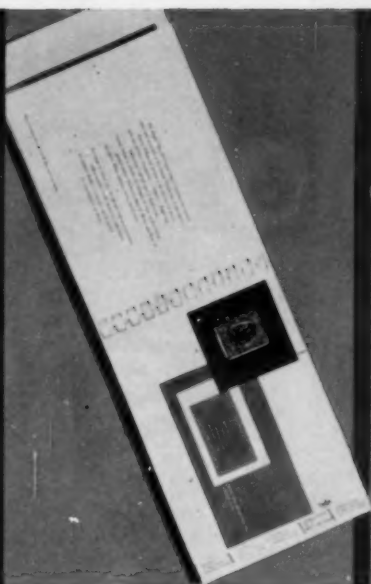
The only good gimmick is a "hard sell" gimmick . . . just as the only good advertising idea is the idea that pulls results. Against that rigid and unrelenting yardstick every eye-catching direct mail device must be measured.

Fusing novelty with solid sales promotion—making a serious sales message fun to read—in short, using a "gimmick" that has both merchandising feet on the ground—is the true test of direct mail ingenuity.

I would like to examine some successful examples of skillful direct mail advertising using "cut-outs". The cut-out is an "added dimension" in focusing attention and holding it through realistic three-dimensional reproduction, "X-ray" magnification, motion or depth, a tip-on, or hundreds of other means of employing die-cut and flat-folded paper.

Cut-outs take numerous forms: special shapes may be created . . . "inner views" of products or assemblies permitted . . . "pop-ups" may startle a reader into attentiveness . . . products may be displayed in actual shape and color . . . the product itself may be inserted in special slots . . . or readers may be lured beyond the headline to the fuller sales story by flaps, tags, indexes or pull-outs.





### Put A Reader In A Receptive Mood

An effective cut-out wins a reader's interest immediately, putting him in a receptive mood for receiving the full story.

Several months ago, the president of a well-known packaged product found in his morning mail a handsome LP record album measuring 12" x 12" and containing a label reading "Three Unbreakable Records for (his name)." Opening the intriguing *LBP Fidel-I-Tone* album, he learned that the richly-bound, blue-ribboned, shining-black cardboard discs were symbols of "record" achievements in industry-wide carton contests. The album, in fact, was a cut-out, full-color gimmick . . . expressing in its very perfection of artwork and production the award-winning capabilities of its sender: Lord Baltimore Press, 1601 Edison Highway, Baltimore 13, Maryland.

The album, mailed at a carefully estimated cost to a select list of customers and prospects, told the story of Lord Baltimore's "record breaking" *Fidel-I-Tone* process of fine screen reproduction.

Lord Baltimore's story was one worth telling, and might have a fair readership even if mailed in simple booklet form. However, insertion of the cut-out cardboard phonograph records made the mailing outstanding in many a packaging executive's morning mail. (See right panel above).

As unsolicited congratulations from purchasers of packaging materials amply proved to Lord Baltimore's ad-

vertising staff, this was a gimmick with its best selling foot forward.

Successful cut-out case histories are legion. Union Bag & Paper Corporation used a "teaser" device in its now-famous "Yoon Yun" mailings, utilizing a Chinese ring puzzle to arouse readers' curiosity and build it into buying interest in an elaborate series of 19 mail pieces. A cut-out plank in the wooden siding of a tobacco shed, revealing long rows of tobacco plants illustrated within, draws readers into American Tobacco Company's beautifully designed and illustrated booklet "The Story of Lucky Strike". The *Philadelphia Evening Bulletin* campaign theme "3 Bull's-Eyes in 1 Target" is graphically illustrated by three bullet holes punched through a target-shaped, 4-page folder. *Modern Romances* magazine used an egg-shaped piece to inquire "Are You Putting Them All In One Basket?" An accordion-folder booklet shaped like a droplet of medicine tells the story of Terramycin oral drops to the nation's doctors, transforming an otherwise prosaic technical story into a communicate that gives a mail-drugged reader a life. A. G. Spalding & Bros. has used folders die-cut into realistic duplicates of baseballs, footballs, basketballs, tennis balls, golf balls, etc.

### Life-Like Cut-Out Reproductions

Similar cut-out product reproductions have included suitcases, refrigerators (door opens to reveal interior capacity), freight trains (sliding doors reveal interior), machines, automobiles,

### EXAMPLES OF FUNCTIONAL DIE-CUTTING

1. PEEP SHOWS (left panel, page 18).
2. SILHOUETTING (right panel, page 18).
3. MOVING FIGURES (left panel, above).
4. INDEXING (center panel, above).
5. INSERTING (right panel, above).

tires, apples (Why Not Be Tempted"), walnuts ("Here's The Story In A Nut-shell"), a human ear ("Listen To What Users Say"), houses, barrels, boxes, bottles, letters and numbers, etc. ad inf.

Blotter mailings have been particularly forceful when the blotters are die-cut in unorthodox shapes. One fanciful printer mailed a telephone-shaped blotter to which a telephone note pad was stapled, as a novel—and functional—desk reminder.

### Cut-Outs With An Interesting Material

Often a company that produces an interesting material or fabric can make intriguing use of cut-outs. In a conventional fashion, such cut-outs have been used on swatch cards. When a women's hat company (employing a shade more ingenuity than the competition) produced a card containing miniature felt hat-silhouettes in multi-color, they pasted them on a printed hat tree . . . to demonstrate new colors featured in the Fall line.





Holiday Magazine used "Die-Namic" showmanship to illustrate "America Is Off Its Rocker" (people are travelling, doing things, etc.). Miniature replica of Holiday tells the promotion story . . . and the entire 3-D rocking chair folds down flat for easy mailing.

Coating Products, Inc., producer of "Miro-Brite" metallized plastics, has used cut-outs of the material to entice an abnormally high number of inquiries from those who received Coating's unusual series of mailings.

Die-cut pieces of "Miro-Brite" headed a hard-hitting series of sales letters. In some letters, a commercial sample of the product-in-use accompanied the letter. One to the jewelry trade contained a "Mirro-Brite" backing from a Longines watch box. In another, a rose-colored plastic strip used in children's spectacles offered recipients a "new view" of sales prospects.

Coating Products, Inc., found endless uses for its plastic in cut-out form: a gold-colored dollar sign suggested a product that "makes dollars and sense"; a cut-out of a gear ("Gear To Sales"); a bowl of fruit ("Here's Food For Thought"); a price tag ("Can You Put A Price Tag On Creative Thinking?"); a key ("Your Key To New Markets"); a rocket ("Rockets Go Places, Mr. Toy Manufacturer"); and literally dozens of other product applications. (See photo on page 21)

Coating Product's campaign of "tip-ons" (frequently utilizing small pieces of "Mirro-Brite" that would normally be waste) is an outstanding example of the use of plain ingenuity in composing a flat mailing piece adapted to an inexpensive No. 10 envelope. This company's direct mail campaign has been so successful that the idea of sampling has been introduced into publications which accept tip-ons — with equally astounding results.

A variety of devices which effectively reduce costs are available by simple die-cutting procedures. These may enhance appearance, increase utilization, simplify mailing, or provide ease of replying to direct mail promotions. See these examples of Functional Die-cutting on pages 18 and 19:

**Indexing:** Cut-out indexes add interest and draw attention to the internal contents of a mailed booklet. An experienced binder can suggest numerous good-looking and convenient methods of sectionalizing pamphlets and brochures, forming stepped indexes in subject or alphabetical order. Techniques like slicing, shortening, halving or setting margins in a step formation subdivide copy interestingly, while teasing the reader into opening at the indexed pages.

**"Window" Cut-Outs:** A paramount goal of direct mail is eliciting immediate action. Cut-outs are invaluable devices for speeding and simplifying the physical act of responding, while avoiding needless expense involved in duplicate typing of names and addresses. The "window" envelope is a conventionally used method for making one addressing serve a double function. This technique may be advanced a step further by inserting a reply card in a windowed pocket—providing triple use of a single addressing.

Similarly low-in-cost and multi functional is the cut-out reply envelope which when unfolded, becomes a sim-

ple order form. The buyer fills in the form, folds the envelope in place and merely seals a flap. Everything is contained in a single unit, and the buyer may even safely enclose his check.

**Special Announcements:** Some of the most effective uses of cut outs are so simple that they're disarming. Kleb Studio, on moving to larger quarters, required a change of address announcement. The graphic arts studio deemed it desirable to make the routine mailing serve as a sample of the superior artwork they produce.

The solution—a plain, handsome card with simple copy announcing the move to new quarters, and the headline "The Walls Came Tumbling Down . . . across the bottom of the card, a narrow fold served as a convenient pocket for a dozen tiny rectangles of brick-colored paper. The novel impact of this announcement mailing was achieved at the negligible cost of the miniature paper bricks.

#### "Die-Namic" Showmanship

One direct mail expert has suggested that cut-outs be called "die-namic" direct mail. There is no question that, for the price of a good idea, extra showmanship can be added to any mail promotion. The specific device used will vary with the product, the type of impact sought, and (to a lesser extent) with the campaign budget. However, the cost factor is usually negligible . . . the premium factor is *imagination*.

**Silhouetting:** In this realism technique, a letter, folder or booklet may be easily chopped out in any form desired. Or, rather than chopping out the circumference of a stitched booklet or folder, it may be desirable to shape only one, two or three edges, then fold the cover so that the cut-out appears in relief (and, preferably, contrasting color) against a square-surfaced background. When the background is a photo of the broad scene in which the product is employed, even a flat rendering is frequently quite dramatic. Thus, illustrations of busses or business machines can be made to appear in almost 3-D relationship to their background.

**Inserting:** A hole, slot or band cut into a mailing piece to permit insertion of a cut-out replica of the product, a gadget or another piece or printed matter, has been used to excellent advantage in thousands of eye-stopping mail pieces. A personalized mailing by American Airlines, pro-

duced in conjunction with the National Industrial Advertising Association's annual convention in Buffalo, contained a "Personal Travel Plan" insert. This folder listed precise flight schedules to Buffalo from various points of departure, with arrival times geared to convention dates, price schedules, and a reservation reply card.

What secretary, following that mailing wouldn't save time and labor by shuffling her boss to Buffalo via America?

**"Peep Shows":** A window, a keyhole or a door—a spotlight, a picture frame or a magnifying glass—these and numerous other devices permit previews, partial views or "X-rays" views of interior illustrations. The Lucky Strike brochure described above is typical of this technique. Machine manufacturers have used this device to lure the reader's eye to an X-ray view of complex interior components and assemblies.

**Moving Figures:** Dancing figures, pirouetting skaters, buildings popping up in full dimension under your very eyes as you open a brochure, a Cadillac pulled smoothly along a roadway as a road sign carries a succession of selling messages . . . these "motion pictures" are created by the simple physical act of withdrawing a mailing piece from an envelope, opening a folder or pulling a tab. A simple off-center fold, occasionally aided by a rubber band, can perform a minor three-dimensional miracle. Moving parts, runway slots and extension tabs are easily die-cut in a single operation.

**Tricks With Paper:** A piece of paper or cardboard in the hands of an expert can be made to do amazing things. Any imaginative designer can produce an effective cut-out by experimenting with paper and a pair of scissors. Ingenuity with folds or die-cuts permits rich effects with even one-color printing, offering significant savings that amply defray the cost of die-cutting. Complex multicolor possibilities are achieved with duplex paper through simple off-centering of the fold, effecting interesting color contrasts. Even elaborate constructions may be produced economically and shipped flat.

### Planning A Cut-Out

Art directors and production managers may be spared a great deal of wasted effort if they consult an experienced cut-out specialist in the early



"Miro Brite" metallized plastic cut-outs make an inexpensive but effective sales letter campaign for its manufacturer, Coating Products, Inc. Small trim pieces of the shiny material that would normally be waste are die-cut into various shapes and tipped-on to dramatize each letter's copy. In addition to adding impact to the letters, the cut-outs also make an excellent "Miro Brite" sample.

planning stages of a project . . . prior to artwork, engraving or printing. This is vital if costs are to be shaved and maximum effectiveness achieved. Most cut-out firms have facilities for making dummies and samples. Since production of cut-outs is a finishing operation, firms specializing in this process generally combine their work with mounting, easeling, special finishing, punching, stringing and even binding.

Factors to be considered in the early planning stage are (1) the most economical layout, avoiding designs that might present inaccuracies of register between the cutting die and the printed image; (2) the kind of stock to be used and its thickness; (3) the finishing processes to be employed; and (4) maximum simplicity in manufacturing and shipping.

Tolerances in cutting vary sufficiently to demand extra care in design. An expensively planned mailing piece may fail simply because the paper used is not heavy enough to pop up properly or grain direction was not considered. Varnishing or mounting may cause shrinkage, and the die-cut may fall in the wrong place on the printed sheet.

These and similar pitfalls between the creation of an idea and final production and mailings may be prevented by working with skilled cut-out firms. Experience, as always, is the best insurance against error.

### A Good Cut-Out Is Not Expensive

A well-designed cut-out is never, with rare exception, costly or complicated. The expense of die-cutting and finishing may not be much more than the cost of an additional color. Guided by common sense and the know-how of a skilled cut-out house, an advertiser can add a dramatic dimensional impact to his direct mail with a small financial outlay. The vital rule, as always, is: *Keep your sights fixed on the basic selling job to be done.*

### A "Gimmick" That Sells

*Remember that: Effective direct mail never sacrifices selling function for cleverness or gimmickry.* "Cute" cut-outs have answered real needs in greeting cards, children's books, and similar products. In advertising, however, a cut-out is merely a selling tool. It is well-handled when it builds sales; it is mishandled when it becomes an end in itself. A good cut-out, in effect, adds another color to a well-planned four-color job.

In expert hands, the cut-out device has dynamic impact. It provides a sales-pulling effectiveness limited only by the imagination of the designers. Adding motion and dimension to a sales message — and with the availability today of new, dramatic materials and printing methods — cut-out "gimmicks" are constantly demonstrating their effectiveness as salesmen. They have won their laurels as a direct mail technique with a proven power to attract tremendous attention to a company or a product.

# How To Build Successful Export Promotions

by S. J. Rundt

Export and Foreign Exchange Consultant



**Reporter's Note:** This is an unusual study for *The Reporter* . . . but we think it is important. It's important for all those who want to reach out for foreign markets or who have branches abroad. We ran into S. J. Rundt at the Sales Aid Show in New York; learned about his experience in export direct mail and asked him for a condensed analysis. The manuscript you have here was re-edited for *The Reporter* from previous articles appearing in *The Exporter's Digest*, monthly publication of the American Foreign Credit Underwriters Corporation. For the benefit of those who want further information, Mr. Rundt can be reached at 117 West 58th St., New York 19, N. Y. For the benefit of those who have no immediate need for knowledge about export direct mail . . . we suggest that you file this material or show it to business acquaintances who could be helped by the advice.

In analyzing the success stories of direct mail on the domestic scene, one wonders why some American export concerns make such limited use of this typically American merchandising vehicle.

According to the most recent survey made by the International Advertising Association, U. S. firms in 1953 spent a much smaller slice of their overseas advertising dollar on direct mail campaigns than should have been expected. Firms with a foreign promotion budget of between \$50,000 and \$100,000, allocated only 8 percent. Firms expending between \$100,000 and \$500,000 per annum, invested a mere 3 percent in solicitation through postal channels. (The auto, automotive parts and tire industry, and exporters of radios, TVs and other consumer durables, used only 3 percent of their overseas advertising dollar on d.m.; manufacturers of electrical equipment, appliances, machine tools, machinery, petroleum products, agricultural, mining and construction equipment, variously between 6 and 9 percent.)

These statistics are the more astonishing as this domestically tested form of salesmanship, as quite a few overseas traders know, is easily applied to export promotion, and as it is patently even more effective abroad than it is at home!

Moreover, these figures are amazing in view of the fact that U. S. firms, in 1953, spent \$280 million for international advertising, \$70 million of them in support of direct exports and \$210 million in support of their foreign branches and subsidiaries. (Unfortunately, almost two-thirds of all American exporting concerns devote a much smaller dollar percentage of sales to the furtherance of their turnover abroad than they do proportionately on the domestic market. This contributes materially to our generally dropping exports.)

## Added Impact Abroad

It appears that comparatively few organizations selling outside our national boundaries realize that a letter mailed from New York or Chicago carries a good deal more weight when opened in Sano Paulo, Brazil, than when received in St. Paul, Minn. Direct mail has not been nearly as exploited outside our country as within. A well-authored sales message dispatched to foreign areas, in the language of the addressee, will easily result in 8 to 11 percent replies. Usually more than can normally be anticipated from successful domestic send-outs. Instances are known where one global mass mailing yielded up to 16 percent in returns! And a series of four to six carefully spaced and deftly prepared "booster" letters, over a period of twelve weeks to five months, often pay off in terms of 25 percent response and even better.

## Lists Cost More

Mailing lists for overseas use are not as simply obtained as compilations of prospects at home.

The United States Department of Commerce furnishes regionally subdivided listings. Some of them are further sub-divided into lists of foreign importers and distributors of certain types of merchandise. Regrettably, many of these are sorely out-dated and contain inaccuracies. It usually pays to check these lists carefully against the Market Guides ("Redbooks") of the American Foreign Credit Underwriters Corp. Foreign consular representations in principal American cities, commercial attaches of foreign embassies in Washington, chambers of commerce here and abroad, trade associations in overseas capitals or ports and numerous reference books, periodicals published in this country or overseas for specific lines and advertisements or announcements appearing in such media as *The Journal of Commerce*, *The Export Trade & Shipper*, *The American Exporter*, *The Export Buyer*, *The Exporter's Digest*, are the best sources for the preparation of a world-wide list. A "refinement" by check against credit directories is advisable. The cost in labor is compensated by better returns, elimination of poor risks, savings in postage etc. Thus the assembly of a comprehensive up to date and selective global mailing list may take two or three months. Its final cost will be greater than for one intended for use at home but it will not be excessive.

Personalized letters with filled-in addresses to match the body of the text and hand-signed or with a first rate facsimile cut are preferable throughout. Foreign traders like to be

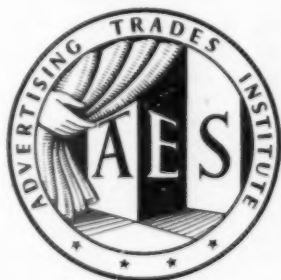
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Next Sales Aids Show, May 23, 24, 25, 1955 — Hotel Biltmore, New York





S. J. Rundt

addressed in person and many of them scrutinize signatures carefully. (Signet stamps are still used by old timers in the Far East!) Thus the best foreign sendout will look in every way like an individual man-to-man letter and not like a mass-product or printed circular.

#### Foreign Postage

Then there is the problem of postage. Mail to Brazil tends to arrive with greater security when metered. It seems that many a mailman in Belém and Bahia has a son who collects stamps. Conversely, in most European countries, letters with stamps affixed will be preferred. For some areas it even pays to frank envelopes with a small series of stamps or perhaps with a special commemorative stamp, which appeal to philatelists.

Airmail, which is advisable for the more far-flung regions to which ocean mail may take several weeks, costs variously 10 to 25 cents per half ounce—and permits the enclosure of quite a few colorful and attractive inserts, reasonably printed on feather-weight paper stock, and perhaps prepared in several languages for global use, more effective salesmanship and enhanced prestige.

Foreign First Class mail costs generally 8 cents for the first ounce, which upon closer investigation affords a much heavier "load" than is widely expected. Light envelopes, thin-paper catalogues (probably the best business getters), simple order sheets (best in duplicate) and price lists on flimsy 9-lb. manifold or 40-lb. "Bible" paper, can be fitted into a one ounce mailing piece. It usually saves quite a bit to follow up an initial airmail sendout by two to five well-timed First Class

mailings. Third Class mail allows two ounces for two cents throughout the world. It is the most formidable "beast of burden" in the field. Envelopes must, however, be found which look almost exactly like First Class covers. To some countries Third Class mailers are not the best as they tend to get lost in transit or upon arrival.

Airletter Sheets, 10c self-mailers for global use, (no enclosure permitted), are cheap and effective business generators exploited by several export houses.

#### "10 to 20% Will Buy"

In a case where the initial mailing list totalled, say, 2,000 addresses, a highly selective compilation of from 400 to 500 addresses, firm designations and principals' or managers' names will result after about five sendouts or within less than half a year. All of them will be overseas prospects definitely interested in the offered products. Among these potential buyers, it is fair to calculate on the basis of practical experience in various export items, a rather substantial proportion will at an early date ask for sample shipments, place trial orders, and ultimately, within a matter of perhaps five to ten months, will begin to be regular customers. It is conservative to estimate that 10 to 20% of those who have replied will buy in the end. Quite a few campaigns are known where the percentage was above one-third of returns.

The first inquiries in such mailing efforts will normally arrive within less than one month after the first airmail letter has gone out. The initial requests for samples or trial shipments are usually on hand within three months from that date—sometimes much earlier. They generally follow in the wake of one to three two-way communications concerning specific details invariably dealt with in exports such as terms, method of payment, discounts, conditions of sale, specifications, routing, handling, packing and so on.

All this, of course, provided the merchandise is right, represents an item of interest to foreign buyers (preferably, in all climes and civilizations, on a world-wide scale), suits foreign needs in as many areas as possible, and is competitively priced and attractively presented. Raw-materials, heavy capital equipment, made-to-order machinery and smallest-profit-margin goods are probably not often in the category which can be easily merchandised

abroad in this manner. Finished and consumer items, tools, smaller equipment, parts, accessories, industrial, agricultural and construction implements in all likelihood are the ideal export articles for sales efforts by this method.

#### Taboos To Avoid

It would be unfair to omit the many pitfalls which exist in the path of direct mail promotion designed to obtain orders from overseas.

The color scheme of the flags of some countries makes it quite inadvisable to use folders in these shades. Light blue and white, for instance, the Argentine banner colors, should not be used in mailings to Latin America where Peron's largest Hispanic country takes a controversial position. Red-white-and blue combinations are on occasion interpreted as "chauvinistic Yankee colors," — or as a house of the Union Jack.

Religious sensitivities must be taken into consideration. Christmas cards should under no circumstances be sent to Moslem customers. Easter Greetings, however, will be well received in most christian areas.

It frequently pays to blanket larger countries with appropriate well-wishing mail on the occasion of national holidays or feasts. To dispatch them in a manner that they will arrive long after the celebrated event, however, can do more harm than good.

The use of window-envelopes for mail other than invoices, remittances or bills of lading, is deeply resented in some parts, and considered inelegant in some others.

Mail other than airmail almost invariably draws blithe comment, inquiry or surprised mention from such far away areas as Hongkong or Rangoon.

#### Addressing Is Important

The filling in of foreign addresses should be handled with greatest care. A trader in Amman expects his mail to be directed to "The Hashemite Kingdom of Jordan" and not to Trans-Jordan as the region was known years ago. An Indonesian will prefer to receive mail sent to Jakarta and may not like to have it spelled Batavia, as his city was called under Netherland rule.

Addresses on envelopes should preferably be hand-typed. In many countries businessmen shy away from addressographer mail.



The *Director* of a firm in Rio de Janeiro may enjoy being addressed by his title. A *Herr Doktor* in Vienna may be repelled by a "demotion" to a mere "Mr."

By the same token, few foreign businessmen like to see the often intricate names of their firms misspelled or improperly abbreviated. It may be a name which has come down through many generations or one carefully calculated when the concern was founded. Some may even resent it when the ancient boulevard on which they are proud to be established is not properly spelled.

#### Watch Your Language

One of the foremost dangers pertains to languages used in the case of multi-lingual sendouts. It is preferable to write in English to Brazil when Portuguese is ruled out although most Brazilians will read Spanish with greater ease. A Spanish letter to Dutch Curacao, "because it is in the (presumably Spanish) West Indies," can result in cynical laughter—or in deep resentment upon its arrival in Willemstad. In the Levant the "lingua franca" may be English or French, depending on the line of business. Traders older than forty in Beirut, Athens or Cairo are more liable to prefer French. Their sons who distribute radio parts are more likely to understand English, some of them with an astounding comprehension of its American variety.

Export sales letters will read quite differently from those loosened in this country. They should be a good deal more formal and courteous, in simpler language and reflect a real understanding of the mind of the foreign recipient. But they should be to the point and factual. Puns, play of words, slang and "gimmick language" should of course, be avoided.

Due stress should be given to quality, to dependable supply, reliability of the American concern, to easy resales, bigger turnover and increased profits. As a rule, it is better to emphasize age, tradition and scope of one's firm rather than dimensions or capital in terms of dollars and cents. To be "among the foremost" is preferable abroad to being the "biggest."

Most careful attention should be paid in overseas mail campaigns to idiomatic differences and varying nomenclature, for instance in technical phrases, in areas essentially using the same language. Spanish in Spain and "Castilian" in Chile are quite different

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These are some of the reasons Hammermill Bond is America's favorite for letterheads, printed business forms. Aren't they good reasons for you to try it?

You can obtain business printing on Hammermill Bond wherever you see the Guild shield on a printer's window. Hammermill Paper Company, East Lake Rd., Erie 6, Pa.

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## How to secure more orders, inquiries, leads from your ads

**WANT** greater ad response? A successful advertising campaign requires ads that really click and publications that get results.

**IT'S** what you say, where you say it, and the plan in and behind your advertising that makes the difference.

**LET** the Martin Advertising Agency help you use newspaper and magazine advertising effectively. Put specialists to work for you. Get powerful action-compelling ad copy and proven advertising techniques.

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**WHEN** we handle your advertising account, you get thoughtful, sincere advice, sound analysis and full cooperation all along the line. Consult

### MARTIN Advertising AGENCY

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There's a best way to produce direct mail . . .

**MASA members study the best, most effective, ways of production; support research and fact finding; share knowledge of improved methods. Their object is better results for you. When you try to "save" money with "cheap" production you tamper with results. To check the effectiveness of your production source . . . Always say, "Are you MASA?"**

**YOUR BEST SOURCE** for: Creative direct mail campaigns, multigraphing, mimeographing, offset and letterpress printing, bindery, mailing service, mailing lists, etc. Information about postal regulations and better direct mail results.

For names of MASA members nearest you, write

### Mail Advertising Service Association

18120 James Couzens Highway  
Detroit 35, Michigan

when it comes to specific items. Even German in Germany and "German" in Switzerland are not invariably the same.

The incorporation of snappy slogans or American slang expressions is not likely to enhance good relations with prospective buyers in foreign lands. They can be misunderstood or be resented. The "super punch" and "fast clinch", the imperative parting shot sentence at the end of the letter, insincere enthusiasm, high-pressure salesmanship or exaggerated claims are definitely to be avoided in all mail destined to export markets. A rather conservative approach is almost invariably recommendable.

### How To Increase Returns

There are, of course, quite a number of ways and means by which the percentual response to export mailings can be considerably increased. These depend in part on the merchandise offered. Some, however, have a more general applicability.

For one, multi-lingual mailings are invariably much more successful than "English only" sendouts. Returns are far-reachingly improved when "stuffers", descriptive material, explanations below illustrations and order blanks are prepared in several idioms. Whenever the covering letters are also written in the differing tongues, styles and in the spirit of the varying mentalities of the respective areas to which they are addressed, replies increase markedly. A sub-division beyond language groups further raises the percentual results. Distinct letters and printed material should be sent to Brazil on the one hand and to Portugal, Angola and Mozambique on the other. Special consideration should be given to differing local traditions, e.g., in the Latin American republics. Home countries and colonies, temperate zones and tropical regions, areas with currency restrictions or import licensing curbs and free trade territories, should receive mail prepared in a different manner.

Secondly, the insertion of especially simplified multi-lingual order blanks, with retention copies for the customer's own record, usually enhances the probability of faster and increased response.

Thirdly, price quotation in various currencies or "clearing currencies" are as a rule effective business generators. They help to overcome the understandable squeamishness some foreign pros-

pects feel about their country's unfortunate monetary status. They also appeal to those who resent the "constant waving of the dollar-sign." They represent a convenience and, above all, will be interpreted as an indication of "export flexibility" and good will. By the same token, measures and weights should be given in metric terms for areas where the Anglo-American system is not in use.

Fourthly, the quotation of c.i.f. landed cost almost on all occasions facilitates export negotiations. If this is not feasible, it generally helps to insert a multi-lingual per-unit key giving weights and dimensions and approximating trans-oceanic shipping cost which will assist the future customer to arrive at his rough ultimate price.

Fifthly, simple reply cards, merely to be checked off or filled in by the prospect, also increase returns. These should be marked airmail, be self-addressed, and in as many idioms as possible ("without obligation") request that the client be sent a catalogue, more detailed printed matter or perhaps a special promotion plan offered by the American plant.

Wherever it is possible to affix to these airmail reply cards or envelopes the postage of the country from which they will be returned, response to mailings can be upped by as much as 50 percent. Outstanding specialists in providing valid foreign postal adhesives in the right denominations are Foreign Postage Service of 6 Lahey Street, New Hyde Park, N. Y. (They service such organizations as *Time-Life International*.)

Exports play an increasingly important role in the budgets of U. S. manufacturers and merchants, in the national economy of our country and regards the cohesion of the entire free world.

For many an item there does not appear to exist a less expensive, more effective and direct way of gaining new export outlets and new overseas markets than dignified but energetic messages of salesmanship sent through the international mails. At least for the opening phase of a foreign campaign they seem to be unsurpassed in the case of the many products to which they apply.

The growing number of commercial conquistadores and envoys of free American enterprise who have tried exports by direct mail appear to have had no reason to regret their efforts or their expenditures.

**A tell-all report details how an IBM tab card system is simplifying list selection and customer control . . . how it is keeping track of**

## **7 MILLION PIECES PER YEAR**

**By James Dooley,**

*President, Atlantic Advertising, Inc.*

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**Reporter's Note:** One of the best talks delivered during Direct Mail Day in New York was by James Dooley, president of Atlantic Advertising, Inc., 24 S. North Carolina Ave., Atlantic City, N. J. Jim and his two partners (three men on a sea horse) have been mentioned several times previously in *The Reporter*. But this is the first time we have had the whole story of how these folks developed, more or less accidentally, a tremendous mail order operation. We think you will all enjoy this description because it shows the importance of systematizing the entire operation.

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A little background concerning our firm might be of interest to you in understanding the type of work that we do and some of the problems that we have faced in developing our mail order business.

Atlantic Advertising was started eight years ago as a combination advertising agency and printing firm doing direct mail work for hotels. Being located in Atlantic City certainly has its advantages in many respects but an occasional disadvantage as well. The only disadvantage, as we soon found out was that being a resort area we were directly tied into the seasonal business fluctuations common to all such resorts. If the summer season happened to be good we were very busy but if it were bad we slowed up accordingly. Sales graphs of businesses in such an area can and do look very much like the progress of a roller coaster.

Because we were natives of Atlantic City this did not come as any great surprise to us. We actually started out our business with the full realization that we would have to constantly seek a more steady flow of business that would keep us continuously occupied

and not solely dependent upon the resort's economy. Mail order selling of some type of a product was from the beginning the method we had in mind of accomplishing that steady flow of business. As time went on and we gained considerable experience in handling direct mail campaigns for local businesses, particularly hotels, we found ourselves saying "If we can make direct mail work successfully for other businesses, why can't we do it for ourselves". The answer was obvious we could and we did.

The big problem facing us at that time was the one that confronts all beginners—What do we sell and to whom do we sell it?

We solved those two problems like anyone else, largely through trial and error. Our product as it eventually developed became a series of Christmas greeting cards especially designed for business usage. Our market became business firms large and small throughout the nation. That was in 1947 and the total amount of mail produced that year by us was twenty five hundred pieces. This year between our Christmas cards and our other services, which we have developed, we will mail approximately seven million pieces. Now seven million pieces is by no means a tremendous volume in the mail order field, as most of you know; but to us it is a big job and one that has created quite a few problems that have had to be solved along the way.

In the first few years of our mail order work we were using it mostly as a means of filling in one of those roller coaster gaps in our sales period, namely that dull winter period between October and December. That is the

time you know, when every day at noon a cannon is fired down the Boardwalk and anyone who gets hit by it is entitled to free board and lodging at any of the better hotels for the winter. No one has collected incidentally, in the last 57 years.

As you can see, business in that particular period could be really dull and that was when we decided to try to build up sales by mail order selling of Christmas cards.

It didn't take too long before we found the tail wagging the dog, our dull period had turned into our peak period. Then came the succeeding problem, how were we to build up the rest of the year to a par with our new peak period. It was at this time that we found ourselves becoming a full fledged mail order firm with all its problems.

Perhaps I shouldn't refer to problems so much, some one the other day told me in his business that he had no problems, only "interesting situations". Expansion in this case was our next "interesting situation".

Our expansion plans called for the use of millions of names of business firms. This in turn demanded the use of every type of list and category of such names that we could find. The details of keeping track of all these results and doing so accurately and with a degree of definite control became just a bit frightening.

In this expansion program we were stepping up from a mailing schedule of a few thousand pieces of mail a week, on one or two lists the results of which could be kept track of easily, on a daily order sheet with but a few pencil notations, to the scheduling of



## The Atlantic Advertising Single Record System:

- Keeps track of number of lists and tests used.
- Offers a means of controlling operations and inventory.
- Gives a quick and accurate analysis of list results.
- Helps plan future mailings.

thirty to forty thousand pieces of mail per day with equally as many lists or tests going out daily.

Our products, while not too complicated, were not exactly simplified either. They could be ordered in a variety of quantities and designs so that in addition to the many details of list handling and recording, we also had the problem of inventory control.

Our accounting needs, likewise, had to be taken into consideration. Our problem resolved itself into the question of how could we develop a single system that would answer a number of needs.

We gave the problem a lot of careful thought. The thinking mainly being concerned with the new methods that would have to be employed. Always keeping in our minds that any system we picked should be chosen only if it were suitable for continuous growth and expansion.

### IBM Machines Installed

Carefully we went through many recommendations that were made to us and came to the conclusion that the job not only could be done, but better than we thought possible. The method would have to be a punched card tabulating system. At first we ignored the answer that we had arrived at on the theory that only big firms could think in terms of IBM machines and that we were still only a small business. However, the more we explored the problem, the more we kept coming back to the same conclusion: punched cards were our only answer. We dug into it a little deeper, checked the costs involved, and found much to our surprise, that they were not by any means out of our reach.

We installed our IBM system two years ago and did so at that time, fully aware that it was a complex and radically new usage to which we were going to put it. We felt, at that time, that statistics and a mechanical means to record them would play an important part in our future growth. Since we were installing a brand new system we felt that we should install

the best possible one even though it might take us some time to grow up to its potential value.

Our IBM System has now been in operation for two years, and in our estimation, has fulfilled all the needs that we originally outlined. As I described it to you in broad detail, I think you will see the part it plays in our discussion today of "New Ways to Select Your Best Customers".

It is our feeling in this mail order business that one of the most important factors in determining success or failure is the proper maintenance of performance records. These records are the life blood of a mail order business. They should be used for maintaining control over what you are doing, and secondly act as your most important guide in future planning. These records, and I can't express their value too strongly, are the final tabulated results of many years of experience, hard work and thousands of dollars invested. The more experienced you become in mail order selling the more you realize how little you know. Perhaps this then is a true sign of knowledge. No expert, let alone a beginner, can tell before a mailing:

1. Whether it will succeed or fail.
2. Exactly in dollars and cents what it will produce.

Your mailing records will do this for you. Without them you are gambling. With them only taking calculated risks. They are your valuable road maps for future successful mailings and as such, they should be as accurate and as effective as you can make them. So it is in the usage of punched cards for this purpose that we feel that we derive the maximum benefit from our system.

Briefly this is how it works:

All information, as you know, on an IBM card is punched into it by numbers. Our first step then in our operation is to assign the mailing list that is being used a code number. This number is used throughout the handling of this list, it identifies this list whether it be in a purchase order being sent to a list broker for names,

or as it appears on every envelope box containing those names. It is also shown on every order form that is inserted into the mailing to a particular list.

After the mailing is made and the orders start arriving, an IBM punched card is prepared for each order. On this card the following information is punched numerically:

Name, address, type of business

1. The mail code (this is probably the most important single bit of information that we need and it forms the foundation of all our statistics).
2. The state code.
3. The city code.
4. Population code of each city (the codes for the state and the city and the population we obtain through a standard code book prepared for just such a purpose.)
5. The items sold.
6. The dollar value for the order.
7. The date of the order.
8. The production number given to the order, and whether the order was paid or billed.

At this point you will notice we have everything punched in the card with the possible exception of the color of the customer's eyes...and if that was important...we'd have that too!

### 1,000 Bills Per Hour

Once this information is punched in the order card and incidentally, this can be done more rapidly than normal typewriting, the cards are turned over to the accounting department who put them into one of the tabulating machines. A continuous bill form of four parts is fed into the machine along with the punched cards and the cards control the printing of the form. In one operation through the machines we get:

- A. The customer's invoice
- B. His acknowledgement of order
- C. A shipping label
- D. Our production order

All this is accomplished mechanically at speeds of approximately 1,000 bills per hour. These cards because of their codes punched into them with state and city can easily be sorted by machines at a speed of thirty thousand cards per hour. They are sorted first by states, then by cities within the states and finally alphabetically by the firm name within the city. At that point they are entered into our master customer file.





James Dooley (right), shown with his two Atlantic Advertising partners Cliff Lee (left) and Horace Blitz (center).

You might also be interested to know that during this time a duplicate set of cards are reproduced mechanically and these become our accounting records. As such, all our accounts receivable can be run through our tabulating machine at the end of the month for printing statements at a speed of about fifteen hundred statements per hour. Since such account receivable cards can be sorted by date we can therefore age each account receivable and that way keep an accurate track of all old accounts and take action accordingly.

As the day's orders are put through the tabulating machine the completion of the last bill through will automatically give us a daily sales total in dollars and cents and number of orders for that day. This is all we need in the way of a daily record. At the end of each week we run a weekly sales report on the same tabulating machine. This weekly report gives us a complete inventory check which is sufficient for our needs.

#### Important Monthly Check

At the end of each 30 day period we make what we feel is one of our most important reports namely, our monthly list analysis. This report accumulates weekly sales figures and in addition gives us a complete report on the results of each current list that is in operation at that time. We find out from this report what the dollars and cents return is on each list in addition to the number of items sold and the quantity sold on each item. Since all the work is done mechanically in this tabulation we gain a great deal of accuracy. What is more important we are not concerned with how many lists are operating because

it makes little difference to the machine whether one or a thousand lists are being used at any one time.

When this thirty day report is complete, the results on each list are posted to a visible index card file; each card being kept in numerical sequence to correspond to the list in operation. This posting on each active mailing is done each month for six consecutive months. The results are kept cumulatively so that any time we may refer to the card and see exactly the progress of any list.

At the end of six months the list is then removed from the active file and for all practical purposes the results may be considered complete. Any orders that straggle in after that period are coded as miscellaneous sales and distributed among the active lists then running. This does not mean that we have to wait six months for the answer to whether a list is effective or not. We can tell from the list results shown on the first 30 day analysis made, how well a list is working and we can pretty well estimate from experience what the final result will be.

#### Quarterly Report

In addition to our monthly list analysis we also run an additional report every three months, known as our quarterly report. This is done to give us a broader picture of what the general trends of sales have been. By sorting all our IBM sales cards for the preceding three month period we come up with a report that shows our total sales by states arranged in order of best performance. This enables us to note any trend of sales increases or losses in any area of the country.

We likewise run a report breaking down the size of all our orders and the number of orders in each size category. This is a big help to us in planning our shipping supplies and inventory for the coming quarter. A further breakdown that we make is sales by population of cities. This shows us the size as far as population goes of our best markets and is invaluable in the planning of future mailings. A similar report run on the types of items sold tells us exactly what products are selling best and in what quantities.

Our machines therefore give us our daily reports, our 30 day reports and our quarterly analysis. How then do we interpret these performance records? Unless an equally careful meth-

od of interpreting these records is kept, you can easily see how they would prove of little value.

In order to compare easily the results of our lists we do several things. First, we interpret the results of each list in dollars and cents returned per thousand pieces mailed. We feel this is a proper common denominator because in essence it is what we are working for in the final analysis. As a result we pay no attention to percentages or number of orders.

#### Sorting Lists

We arrive at the dollars and cents per thousand pieces mailed by simply dividing the number of pieces mailed into the total dollars and cents sales that each list produces. This gives us a numerical figure which incidentally is ideal for sorting the best performing lists.

While this type of dollars and cents return per thousand classification is quite satisfactory in comparing the results of several lists going out at the same time on the same offer it becomes less effective when it is used to compare two different lists being used on two different offers.

List number one hundred for an example may produce by this fashion a \$200.00 per thousand return where as list number 409 may produce exactly the same return per thousand. Both lists, however, have gone out at different times on two widely varying offers. At a first glance at the results, one might readily assume that both lists were of the same value, actually however, while the two lists produced the same amount of money per thousand and pieces mailed, one could be a tremendous success and the other a failure due to the fact that the costs of their mailing and the value of the products sold on each mailing were of widely different amounts.

#### The Break-Even Point

Since constant changes of this type occur in the cost of mailings and in the items offered we developed a general classification of lists that enables us to compare what would be otherwise unequal returns. This classification is very simple and is based purely upon the establishing of a break-even point for the results of the list mailed. This break-even point which should be determined by careful accounting methods is no more than the actual cost of your complete mailing piece plus the cost of material sold plus

the percentage of general overhead expense attributed to the mailing. This will give you in dollars and cents the return on your mailing that is necessary for you to break-even.

Determining this, it is easy to apply our A, B, C, or D classification to each result.

An "A" result is a list that produces 20% or more above the break-even point.

A "B" classification from 10 to 20% above the break-even point.

A "C" classification from break-even to 10% above break-even.

The "D" classification is any list that produces below the break-even point.

Going back to our recent example of the two lists that pulled exactly the same amount of money per thousand pieces mailed it might be shown upon classifying them further that the one list was an "A" list and the other list fell into a "D" category.

## A Guide To Future Mailings

After we have finally given each list its return per thousand in dollars and cents and its classification as an A, B, C, or D list that information is recorded on a permanent list history card which is prepared for each list.

This history card is the permanent record therefore of every list and carries this information:

1. Where the list was purchased.
2. The condition of the list.
3. The quantity of names that are available.
4. The complete record of each use made of this list in regard to:
  - a. The date
  - b. Size of the mailing
  - c. The offer made
  - d. The return per thousand
  - e. The general classification.

At this point then mechanically we have accurately recorded the performance of all lists used, interpreted and classified them and recorded their complete history. It is here that all of our careful record keeping begins to pay dividends. These records now are ready to act as our guide in continuing operations and in planning future mailings.

In our own case we set our sales goal as a dollar volume for each quarter. At that point we begin to schedule the lists that we want to use to produce the sales for us. It's here that we refer to our permanent list history records, from them we can quickly select all "A" category lists and the total names available on them and what dollars and cents sales we can estimate that they will produce, after we have set them down we go through the records again and pick up all the "B" lists and then the "C" lists. It's an easy matter to total the amount of names on each list and from their past performance records project their possible returns.

If the projected returns add up to the amount of dollar volume we are seeking we proceed accordingly, if not, we may have to add some "D" lists which from our records we can do to our best advantage without going below our estimated break-even point on the mailings. Our records, as you can see, give us a very definite starting point and basis for selecting our best customers.

To sum up this discussion:

1. We think statistics on mailing lists performance are vital to the success of any mail order business.
2. That they should be kept accurately and up to date.
3. They should be properly analyzed and used as future guides to choosing your best customers.

A final word of warning—don't be like the professor of statistics who drowned walking across a stream that averaged only two feet deep. Use your statistics with judgement and temper them with common sense.

## DON'T FORGET . . .

to make your reservations at the Statler in Boston for the direct mail conventions.

Big crowds are expected.

M.A.S.A. (for mail service producers only) runs from October 9 to 12; DMAA (open to all users of direct mail) from October 13 to 15. Better get your reservation right away . . . time is getting short.



## THE BEST LIST BROKERS

*Come 'Up from the Ranks!*

For the constructive, creative list broker there is no substitute for a practical, firsthand knowledge of how rental lists are procured, how they are evaluated and how they can be selected to the greatest advantage. That is why the George R. Bryant Co. has been carefully staffed with key executives whose knowledge of the business is rooted in long years of experience in renting lists for their own purposes.

Michael J. ("Jack") Maher is a case in point. During his fourteen years with the book publishing firm of Wm. H. Wise & Co., prior to joining the George R. Bryant Co., he faced and met every list problem that can possibly confront a mail-user with a program of 50,000,000 mailing pieces a year! As an officer and key executive of the company it was a vital part of his job to supervise the selection and rental of outside lists for Wise's solicitation and, in turn, to manage the rental of Wise's lists to other mail users.

The problems of list-rental are many and complex and their true nature is best understood by men and women who have devoted long years to their practical solution. The staff of the George R. Bryant Co. is made up of just such experienced mail users who now turn their time and their talents to the solution of *your* list-rental problems. Their recommendations are based on sound knowledge, are seasoned by firsthand experience and are backed by successful application to the problems of mail users everywhere. Write today for specific recommendations on any of *your* current list problems.



**George R. Bryant Co.**  
Mailing List Brokers  
75 E. Wacker Drive  
Chicago 1, Ill.



**George R. Bryant Co.**  
of New York, Inc.  
595 Madison Avenue  
New York 22, New York

Member: National Council of Mailing List Brokers

# A CAMPAIGN FOR FAITH

by Dudley Lufkin

Field Editor

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**Reporter's Note:** Many times we have mentioned briefly the use of direct mail for promoting religion. But this is the first time we have had a feature article on the subject. It deserves a place in the case history records of direct mail. We suggest that readers show this record to the leaders of their own faith.

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Back in 1907 a small group of men took a close look at the financial situation of their church and realized that it was high time something be done about the way the budgetless congregations were operating. They saw that most of the nearly destitute congregations were more occupied with meagre survival than with evangelizing. The handful of men were determined to change the situation. They were so determined that each of them pledged a \$1,000 a year for printed material that would spread the word of their convictions.

The outgrowth of their action was the formation of the Lutheran Laymen's Movement for Stewardship, now the only program of its kind entirely underwritten by laymen. Through a tremendous direct mail and other promotion program, the Movement is teaching two million members of the Lutheran Church how to give and why — not merely as a means to raise money, but as a way of life.

Christian stewardship is fostered by 1500 active members in all walks of life. Nebraska Governor Val Peterson; Henry Beilser, paper merchant of Belleville, N. J.; Fred Hashagen, Mincola, N. Y., printer; and Bob Smith, creator, and "Buffalo Bob" of the famed *Howdy Doody* TV show are only a few of the 1500 members who are devoting their time and a collective total of \$150,000 a year to put Martin Luther's prayer, "Enable us all to be faithful stewards of the Gospel . . .", into practice. They believe, like other Christian stewards, that *faith* does not stop at the pocketbook: When Christians understand that all worthwhile things come as blessings from God, they should return some of what they have received to help *His* work.

Most LLM members are cost-conscious businessmen who realize that the church today must have financial support to carry out the Lord's work to its fullest extent. To do their share, they are giving for benevolences as well as for local church expenses. Each member donates \$100 to \$1,000 a year to support the work of the LLM, *over and above* his regular local church donations. Junior members up to 25 years of age give \$25 a year, and up to 35 years of age give \$50 a year. Although some members have bulging bankbooks, most of them are men of average income. They practice tithing, setting aside 10% of their income for God . . . and *living their faith* to the hilt. As LLM executive director Henry Endress has explained it: "Christians give, not for special favors from God, or for prestige, but out of gratitude. Many believe that the reasonable step in making offerings is the Christian tithe."

## Direct Mail Recruiting

As LLM director, Mr. Endress is in charge of the many promotional activities emanating from the Lutheran Church in America's central headquarters at 231 Madison Avenue in New York City. More than 2,500 congregations take advantage of LLM's Stewardship Helps which include: a continuing direct mail campaign, field and fund raising counseling service, motion picture and other visual aid distribution, an organized training program, and several publications.

Direct mail is the main artery that pumps interest and action into all the other LLM services. One of Mr. Endress' biggest jobs is to supervise production of an annual packaged portfolio of direct mail pieces . . . designed to recruit new Christian stewards and tithers.

The portfolios are sent to congregations, seminaries, colleges, auxiliaries, boards, social missions, institutions, field missions and affiliated churches of the Lutheran Church in America. From the portfolio, pastors,

councilmen and other church leaders can order unlimited quantities of any of the pieces for their own local mailing and distribution. There is no charge for any of the material. LLM's member-donated budget of \$150,000 a year takes care of the costs. LLM even pays for shipping charges on bulk direct mail orders . . . unless special delivery, air express or other extra-cost handling is requested. If such special handling is wanted, the ordering organization must pay the shipping cost. But everything else is free.

This year's portfolio contains 28 different folders, booklets, self-mailers, pledge cards and other pieces . . . with a comprehensive outline of how they can be mailed and distributed on the local level for the most advantageous promotion of stewardship. If orders for the religious direct mail total last year's figures, this year LLM will distribute 600,000 copies of each piece.

One cost that is whittled down to almost non-existing is fees for professional copywriters. Many of the pieces are built around reprints and original writings of LLM members themselves. Like "the man from Cunningham & Walsh", these "copywriters" are actually *living* with their "product". One popular folder appealing to teenagers is the work of Martha Wahlberg, a 21 year-old Texan who is educational secretary of the Texas Lutheran League. Contrary to what the sensationalized newspaper headlines would lead us to believe, Martha's copy proves that not all teenagers are preoccupied with organizing gang wars, planting bombs in schools, and ripping up subway seats. Using several quoted convictions from teenagers themselves, the folder urges others to make the most of their *time, talent* and money by pursuing worthwhile endeavors in the light of God. Sample advice: "Just remember that you are the only Bible that some people ever read."



Another folder (for young children) was written by Catherine Herzel, writer of children's stories. Not only does it have words and music of a song the children can sing to teach them the love of Jesus, but it also contains simple black and white illustrations the folder asks them to color. Could be that Catherine knows the mail order principle of "get the reader to do something".

### Fund Raising Defined

Taking a definite stand on fund raising policies, in 1936 the United

to revamp their fund-raising functions, with this clear advice: "When suppers and socials are conducted for Christian fellowship and not for money-raising, they can be great blessings. Sewing, not to raise money, but to clothe the poor folks and children and old people in our church institutions, is good stewardship." There's no mention in the folder about direct mail fund raising, one way or the other . . . so we guess they don't consider a mailing a gamble.

When LLM used cartoons to illustrate several types of church parasites in one folder . . . it backfired. Through the courtesy of *Pageant* magazine, sev-

your most active part merely attending church suppers? . . . Is your vision of God's work so small that you don't see the needs beyond your own?, etc." Moral of the folder was explained in this back page plea: "Be more than a worker, be a co-worker. *Share* the the job and *share* the credit. Be a Christian steward . . ." A number of recipients wrote to LLM saying they thought the "ugly" cartoon treatment was "in bad taste." Others, however, liked the cartoon piece, and called it a new and welcome departure from tombstone appeals to get better church-member cooperation. In answer to the complaints, LLM assistant director John Van Iderstein neatly summed it up with this simple explanation: "In God's eyes, sin is ugly. This is exactly what we were portraying."

One item in the portfolio will surely never draw a complaint. It's a small "Jesus of Nazareth" wallet card for which LLM has a hard time keeping orders filled. Over two million have already been distributed, and LLM has been pressed to recently print 750,000 more. It's available in English, Japanese, Spanish, Telegu, Slovak and German.

### List Of 110,000 Names

Most pastors and councilmen ordering the pieces use them as envelope stuffers for regular church mailings or for special mailings to the church's own list. They are also distributed by hand at sermons and church meetings.

But should a pastor or councilman want additional addresses for a larger mailing within his local area, he can usually get them from LLM. The basement of LLM's headquarters in New York is devoted to a complete set-up for lettershop operations. A full-time staff is kept busy compiling names, operating multigraph, mimeograph and addressograph equipment and filling the bulk direct mail orders. They maintain 110,000 stencils of subscribers to the LLM *Christian Stewardship Bulletin*, published 10 times a year at a subscription price of \$1.00 per year. Periodic newsletters and a research, statistical and financial report of LLM activities are mailed to other varying lists.

Pastors and councilmen can use any part of these lists for their local stewardship promotions. LLM will address their direct mail by state and county breakdown from master lists, ship the mailing to their church—ready for the post office.

Local church house organ editors can dress up their publications with



The LLM Stewardship Helps direct mail portfolio offers 28 different folders, booklets, self-mailers, pledge cards and other pieces congregations can order in quantity free of charge. Last year LLM congregations distributed 600,000 of each piece . . . all designed to promote the movement.

Lutheran Church in America issued this conclusive statement:

"We request pastors and church leaders to urge upon Christians the need for conscientious avoidance of everything that bears any taint of the gambling spirit; to be scrupulously careful that all money-raising efforts of their respective congregations or auxiliary organization be Scriptural and therefore above reproach in this respect; to seek the repeal of all legislation that legalizes gambling; and to use every power to destroy this foe, so destructive of the moral fibre of our civilization."

To carry out the resolution, there's a small four-page leaflet titled *Acid Test* in the portfolio. It blasts the practice of congregational bazaars, carnivals, bingo games, church suppers and other commercial demonstrations to make money. It calls on Christians

eral of artist Basil Wolverton's weird characters were borrowed to illustrate the folder's personal and pointed questions. If you're at all familiar with Wolverton's prototypes, you can imagine the effect when applied to a quasi-religious piece. Page one showed an octopus like character wrapped up in a maze of arms and legs. Headline next to it read: "Is This Your Pastor? . . . Do you give him enough time to preach and visit, counsel and guide as effectively as he might, or—do you force him to be a 'Jack-Of-All-Trades'?" Inside were six more of Wolverton's contortive faces. Each was appropriately captioned with questions such as: "Do you become narrow about every new plan and project and enjoy being 'agin' everything? . . . Is



free artwork, photos and mats available from the LLM Stewardship Mat Service.

There are also two full-time LLM associate secretaries in the field who travel to local congregations, counseling them on direct mail and other fund raising problems. They also set up volunteer committees and complete youth training programs.

### "It Couldn't Be Done!"

In 1947, LLM set up an extensive Audio-Visual Department to provide filmstrips, recordings and motion pictures for stewardship training. The main stem of this department is Lutheran Church Productions, Inc., a separate organization of which Mr. Endress is also chairman of the executive committee. The function of this organization is production and distribution of documentary films. At present, they have six films in continuous circulation. One of the most popular is their "Cathedral Films" production titled *45 Tioga Street* . . . the hard-hitting story of young Danny Parker and his fight to overcome ridicule he received when he brought home a Bible. With an inspiring message to instill use of the Bible in daily living, the film has played to many audiences of all faiths.

Lutheran Church Productions are edited to 28 minutes for television screening, and prints always seem to be in demand. Television stations subscribe to them, free of charge, on a six-week series basis . . . and show one film a week.

A tremendous success was scored with last year's provocative nationwide hit *Martin Luther* . . . the full-length feature produced for the Lutheran Church by Louis de Rochemont Associates. It wasn't originally planned for commercial distribution. But because they felt people needed its inspiration to seek freedom of conscience to find complete faith in God, the group of men backing the picture wanted to give it the largest possible showing they could. Commercial movie houses, therefore, seemed to be the logical outlet.

But professional theatre men and film experts said it couldn't be done. Distributors and exhibitors took one look and labeled the film box office poison with this thumbs-down reaction: "It's a problem picture. It will make people *think* when they want to *escape*. It's loaded with religious issues. People might take sides. Why get caught in the middle? It has no glamour stars, no sex. Audiences might find it dull. Why take a chance? Let's

leave well enough alone!"

But the film's producer and sponsor refused to "let well enough alone." The picture had been shot in the exact, authentic locale in Germany where Martin Luther made religious history with his courage. Superb direction by Irving Pichel and an outstanding performance by London's Old Vic actor Niall MacGinnis in the title role made it dramatic and entertaining as well as Scriptural. Once the first print came out of the editing room—they knew this picture *had to be shown*.

They set Minneapolis, Minn., as the premiere town. A committee representing various denominations was formed with a full-time director.



A sneak preview for 1,500 church leaders was arranged at Minneapolis' Lyceum theatre. The overwhelming approval of the film in comments from the preview audience started the ball rolling toward a full-scale campaign. Committees were quickly organized for Ticket Sales, Publicity, Speakers Bureau, Special Effects and Accounting.

Mike Bolin of Bolin-Smith Advertising Agency, 2652 Lafayette Street, Minneapolis, volunteered to serve as advertising chairman. He developed a 24-sheet billboard poster that dominated the 15 major highways leading in and out of the city. Two hundred and fifty smaller billboards were displayed in train and bus stations and other locations. A. additional 2,500 posters dotted store windows. Still others were used by bus companies in all towns within 120 miles of Minneapolis to encourage special chartered bus transportation to see the film. Using Louis de Rochemont mats and artwork, Twin City metropolitan papers were blanketed with *Martin*

*Luther* display ads . . . as well as carefully-timed publicity releases. The *Minneapolis Sunday Tribune* featured a two-week picture series on Luther in their rotogravure magazine section. Both the *Minneapolis Star* and *St. Paul Dispatch* carried picture layouts of the featured players in the film. Upper midwestern church publications were filled with stories and pictures about *Martin Luther*.

While pastors were busy giving special sermons and lectures on *Martin Luther*, Henry Endress was busy talking it up, too. As religious advisor for the film, he and important committee members along with the film's personalities made 18 guest appearances on local radio and television shows. Other speakers made the rounds of church meetings and seminaries. Using a special filmstrip of 20 stills from *Martin Luther*, they pepped up groups with 30 seconds to half hour talks.

Most of the actual ticket sales were handled by local congregations. They mailed and distributed 60,000 single-sheet, two color heralds that gave the details of how tickets could be obtained through churches at a 30% discount from the established \$1.20 box office price.

Finally, weeks of work on the campaign were put to the crucial test. On May 4, 1953, *Martin Luther* opened at the Lyceum Theatre for a two-week run.

Three weeks later, the professional theatre men and film experts who said it couldn't be done were undoubtedly eating crow in Sardi's when they read this item in *Variety*:

**'MARTIN LUTHER' BIOPIC BIGGEST B.O. BOFF IN MINNEAPOLIS IN MANY YEARS**

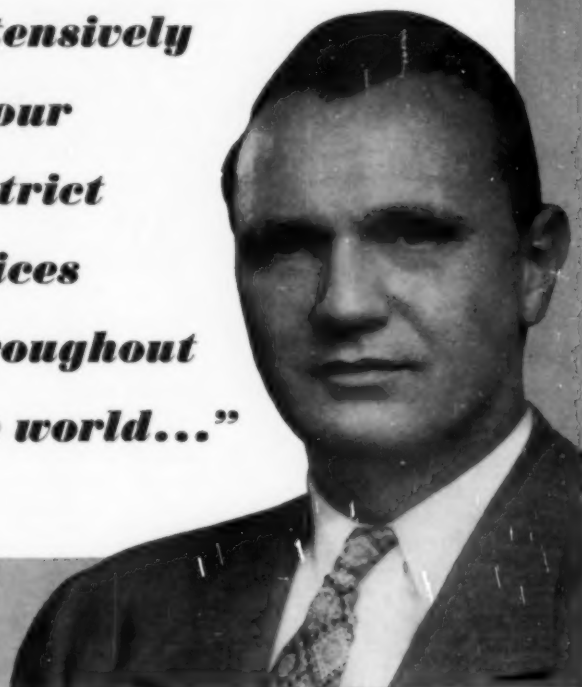
Minneapolis, May 20 — Most amazing box-office boff to hit the local horizon in years, even outdoing 3-D locally, is a religious subject, "Martin Luther," produced in West Germany with a cast of unfamiliar names at probably a very nominal cost as well as being in 2-D.

Having its world premiere at the Lyceum, legit theatre here, film is in its third week after having racked up grosses of \$22,800 and \$21,835 on its first two stanzas.

. . . there has been a phenomenal box-office response exceeding the fondest expectations of all concerned. The public — mostly church members — have been flocking to the theatre in droves as though they were on a pilgrimage or attending some great religious event . . .

For LLM stewards, *Martin Luther* was a religious event. Missourians, usually thought of as having a "You gotta show me" attitude, responded to the advance direct mail and other promotion by buying out an entire matinee of 1,800 seats. A Missouri Synod "pilgrimage" arrived in 24 buses and dozens of cars and station wagons.

**"We use Reply-O-Letters  
extensively  
in our  
district  
offices  
throughout  
the world..."**



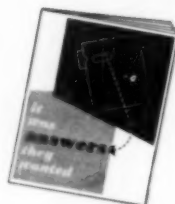
says

**DALE Y. ECTON,**

Direct Mail Manager, TWA  
Former President, Direct Mail Advertising Ass'n.

"When I first used Reply-O-Letters eight years ago, I found them a most productive sales medium. But, of equal importance to me was the realization that they could simplify local mailings made by our district offices.

"TWA offices use Reply-O on passenger and air freight promotions. It eliminates the need for costly imprinting and 'matched fill-ins' in many mailings. Even on broad national mailings and world-wide campaigns, we find Reply-O a flexible mailing piece giving good results."



**write for  
FREE BOOKLET**

We invite tests of 5,000 or 10,000 Reply-O-Letters from mail users who, when satisfied with the results, can then mail in larger quantities.

The booklet, "IT WAS ANSWERS THEY WANTED" makes good reading for anyone who uses the mails. Send for your free copy today.

**the  
reply-o-letter**



**THE REPLY-O PRODUCTS CO.  
7 Central Park West  
New York 23, N. Y.**

Sales Offices: Boston • Chicago  
Cleveland • Detroit • Toronto

Running into its fourth week, a total of 180,000 *Martin Luther* tickets had been distributed through local congregations. At every performance (three daily) both the "S. R. O." sign and police lines to handle the crowds had to be placed in front of the theatre. Busloads of people poured into Minneapolis from six surrounding states to smash all boxoffice records at the Lyceum.

Back in New York, Mr. Endress and his staff started turning out nation-wide promotion on the Minneapolis success. Direct mail shots were directed to exhibitors and local congregations everywhere. The exhibitors took a closer look at the picture this time. *Martin Luther* was released to theatres across the country, with all of the direct mail promotion (letters, broadsides, folders, heralds, etc.) directed from LLM's basement "letter-shop" in New York.

After *The New York Times'* Broseley Crower said "It couldn't be surpassed" . . . Life magazine gave it an impressive spread . . . Time called it "Dramatic, Sure-Fire" . . . The Associated Press released a picture spread on it which ran in 200 newspapers . . . and United Press and other prominent reviewers acclaimed it "One of the surprise screen products of the year"—the National Board of Review of Motion Pictures made the industry's decision on the film final by listing *Martin Luther* among the 10 best of 1953.

The film, including the powerful promotion campaign behind it, has done a lot to build Christian Stewardship. LLM can be proud of the part it played in bringing the *Martin Luther* story to the world for a better understanding of all our beliefs.

They can also be proud of their promotional service program within the Lutheran Church itself . . . developing a cooperative Pastor-Laymen team that puts Christ first in their lives and everything they own.

"In the old days," says LLM president Paul I. Folkemer, "some pastors thought that his congregation lost \$100 to \$1,000 a year when a man joined LLM. They know differently now because, usually, when a man joins this stewardship movement, he puts Christ first in his life and all he owns. As a result, the man gives much more in his regular offerings. And the pastor finds himself with a new and enthused co-worker in Christian Stewardship."

The direct mail and other promotion which creates the enthusiasm, keeps it going, is truly a *Campaign for faith*.

# A UNIQUE NEWSPAPER SECTION FOR MAIL ORDER ADVERTISERS

by Dudley Lufkin  
Field Editor

A little over two years ago the *Chicago Daily News* decided that a mail order section should be added to their powerful pages. Although the *News* has a reputation of being one of the Fourth Estate's influential giants strangely enough they had no conception of how to go about building themselves such a mail order section . . . one that would be worthy of the vehicle that was to carry it. Among other problems, they had no idea how to compile the right mailing list or where to get potential leads.

But they started the building process by wisely appointing a Chicagoan named Edward F. Murphy as editor of the proposed section. Ed had some 18 years' experience in advertising and promotion fields, was always interested in selling items by mail, always ready to help some newcomer get a solid start in the mail order way of doing business.

At the time of Ed's appointment, there was no mail order section in any newspaper printed in Chicago . . . either black and white or rotogravure. The *Chicago Tribune* and the *Sunday American* both had mail order sections—but their's appeared only in circulation beyond the forty-mile Chicago trading area. With a wide open field, Ed started to build the *News* mail order section from scratch. For many months his staff dug into a tremendous amount of detail work . . . checking and double-checking national magazine advertisers, which publications had successful mail order formats, and a multitude of other research that would be helpful.

The new section was given the title "Week-End Trading Post" and scheduled to appear as a regular weekly feature in the *News*' popular Saturday *Week-End Roto Magazine*.

For many reasons, it was decided that the "Trading Post" would be com-

pletely standardized with this set of rigid advertising requirements:

1. All ads would be held to one standard format and size, measuring one column wide by 45 lines deep.
2. They would all be editorial style with product pictures measuring 1½" or about 21 lines deep.
3. Copy under the pictures would be uniformly set by the publisher.
4. Advertisers were allowed one or two-line bold headings over about 13 lines of body text. Choice of a two-line heading would reduce the 13-line maximum to 11 lines.
5. Set on a column width of 1¼", each ad would make a maximum of about 70 or 80 words.
6. All copy had to be submitted three weeks prior to publication date.
7. Most important, only quality products which would interest and help the reader would be accepted.

It might seem that these restrictions would place such a tight clamp on advertising flexibility that the "Trading Post" would be impractical for a fluctuating mail order operation. But just the opposite was true. The impossibility for page domination via a large ad for that "hot product" was more than compensated by the "Trading Post's" merchandising and mail order consultation services. Here's what they offered:

1. If advertisers submitted product details, the "Trading Post" staff would write and tailor the copy to fit the space.
2. If the advertiser brought his product to the *News*' offices, the "Trading Post" would gladly photograph it at no charge.
3. If necessary, artwork, photo retouching and other layout help would be done by the "Trading Post" staff.
4. Counsel would gladly be given to new advertisers regarding items they

planned to advertise . . . their cost, their mark-up, their packaging and other helpful information on various products that might be sold by mail.

In addition, the "Trading Post" became the only major newspaper mail order section that offered editorial support to each of its mail order pages. This editorial tie-in was the same as featured sections of national shelter magazines. A part of each "Trading Post" page was earmarked for editorial mention of new products. Items appearing in this section had no bearing whatsoever on the paid advertising volume of the mail order operator submitting it. The only editorial requisite for editorial mention was that the product be *new, helpful, and unique in itself*. Ed Murphy's experienced editorial eye policed this section as though it were the *Congressional Record*.

Another "first" for the "Trading Post" was the establishment of a dual advertising rate. To their knowledge, the *News* is the only newspaper in the country whose mail order section offers both National and Local rates. The split rates helped to build support both on the local level and nationally.

With everything set, the "Trading Post" first appeared in *Roto* during March of 1952. It occupied a single page. Since then, the section has become the most popular in the *Week-End* paper . . . with the "Trading Post" now averaging 3 pages each Saturday. Last year, total mail order advertising ran into the neighborhood of 125,000 lines. 1954 has shown a steady increase.

Housewares, gifts, toys, books, foods and accessories make up most "Trading Post" mail order offers. There's a de-emphasis on Rube Goldberg-type of gimmicks. Product prices usually range from 50¢ to around \$50.00.

They say there's nothing deader than yesterday's newspaper, but it's evident





## STRIKING COVER DESIGN DRAMATIZES WESTINGHOUSE ANNUAL REPORT

The design, in beautiful full color lithography, depicts the contribution of Westinghouse to the beginnings of the age of industrial atomic power. It portrays dramatically the artist's conception of tomorrow's atomic power plant and the atomic submarine of today.

We are proud that Buckeye Cover was selected for this superb production. If you are planning an annual report, catalogue, brochure, or other fine printed piece, remember that the selection of the cover not only as to design but as to the quality and texture of the paper itself is of primary importance.



There's a world of inspiration for the creative man in the wide range of colors and finishes in the Buckeye Cover line. Complete sample book will be sent on request to any cover paper user.



**THE BECKETT PAPER COMPANY**

MAKERS OF GOOD PAPER IN HAMILTON, OHIO, SINCE 1848

that "Trading Post" readers don't believe it. Some ads have pulled in orders almost two years after they ran. One advertiser received 7300 orders during a lengthy period... including a late reply from Peru. Another, with a \$59.95 offer, milked the small, standard-size space for 250 orders. Still another reported that an ad he ran 15 months ago brought a recent order from Korea.

The "Trading Post's" fabulous two-year growth can largely be attributed to Ed Murphy's editorial philosophy. One midwest mail order expert (who frequently has used "Trading Post" pages with as high as a 10 to 1 return) explains it this way: "His (Ed's) policies guide the pages. He's determined to feature only quality products which will interest and help the readers. This positive thinking, and this loyalty to the reader, makes the *Daily News* a leader."

Ed has his own explanation of what makes the "Trading Post" a good thing for mail order operators to hang their hat on. Says he: "We have found that with the two rates — keeping a standard size — we have been able to welcome hundreds of new advertisers who have never used the *Daily News* before. We have also discovered... hundreds of small merchants using these pages who have never placed any advertising of any sort before. Also... many advertisers have come back into the paper after an absence of many years. We have found this very interesting and perhaps a few of the reasons might be the added help we are giving to new advertisers and small advertisers."

"There is no doubt that the uniform size has had something to do with this. We believe that the editorial style, limited headings, etc., have also been a factor. Each ad is given equal promotion and space on the page."

There's no doubt about it that advertisers like the "equal promotion and space." Many are running on a 52-week basis, earning a special rate and paying one of the lowest rotogravure rates in the country. Other non-contract advertisers are racking up continuity insertion credits for eventual lower rates. With Saturday *Daily News* circulation recently hitting the 600,000 bracket, it's probable that more mail order advertisers will soon hitch their appeals to the "Trading Post."

Perhaps they didn't know how to get started with their mail order section; but like any newspaper, it was the *Daily News'* job to "find out". Ed Murphy was the legman, and they did.



# My Mail Order Day

By Jared Abbeon

How is business in your part of the country? Here . . . it is hot and the dog days are upon us. Vacation schedules are sending many of our customers heading for the beaches and for the hills. Therefore, we are keeping our mailings to a minimum, but are doing extensive testing in anticipation of the back-to-school Fall season. Due to the slowdown in returns from our ordinary black and white mailing, we are currently going into full color. This is very expensive, even for small quantity tests, but we feel that something should be done in order to pep up sliding sales. As soon as the results are in, so that we can compare black and white and color responses, we will then be able to tell whether for our big Christmas season we should stick to the old tried and true methods or place our bankroll on the new (with us) expensive full color method.

In the mail this morning is a letter which I might nominate for the most inept opening of the month. It starts, "We were just wondering if you would be interested in" etc. This is a fascinating opening. The fact that they were wondering if we would be interested in their item shows that they themselves are not sure. Would it not be better for this company to tell their story with a good punchy opening headline and to leave the decision as to whether we would be interested in the item up to us?

Lewis Kleid's always interesting continuing study of mail order trends has been received, and we note that although the majority of the mail order gift companies report business in the early part of this year as being worse than the same period last year, that still some 46% of the men in the field are optimistic. This compares with some 69% optimistic companies in the consumer magazines, books clubs and publishers field, and some 82% optimistic companies in the business and financial mailers field. It sort of reminds me of the saying of an old man that I used to know who would put a bright smile upon his face and say "We live in hopes" and then changing

the smile to a frown would say "And we die in despair." However, the hard times that have prevailed among the gift mail order people have weeded out many of the smaller and even some of the larger concerns, and those left operating today are the sturdier, tougher, harder-driving outfits, and I expect most companies still in this field to make a substantial profit in the Fall and Winter seasons.

I think the Canadian government ought to take action against the mailers from that good neighbor of ours who are flooding the U.S. mails with offers of phony and decidedly questionable uranium stocks. Not that I have much sympathy for the poor suckers who buy this stuff without checking with their Better Business Bureaus. But if much more of this moose pasture is sold in the United States, there won't be a place left in the whole country of Canada for an honest moose to lay its weary head.

A company selling an item at \$2.95 each sends us a beautifully printed advertising piece with the headline "It's so terrific you'll sell thousands". Frankly, we doubt it. It is very difficult to make a profit on a \$2.95 item. However, it is interesting to see that this company supplies color circulars, new paper mats, posters, shipping cartons, envelope stuffers . . . in fact, they supply almost the whole deal including glossy print photos. As one mail order man once told me, if you can't sell something yourself by mail it is very difficult for anyone else to sell it for you and make a profit for themselves. It is almost mandatory in the mail order "business" to be the prime source of supply on an item. In other words, you either have to manufacture it or have it exclusively to make a decent profit. Of course, this does not apply to items which you sell as secondary products to people who purchase an original primary item from you.

A newcomer to the mail order field sends in copies of a mailing he made

with the following notation. "Sent out 10,000 of each of the enclosed circulars, mailed to 10,000 known mail order buyers, lists purchased from a reliable list house at \$15 per M. Cost of 2 mailings \$1,200. Gross sales \$425.50. Total 108 customers for a 1/2 of 1% return. Loss on the two mailings approximately \$1,000. Your comments will be sincerely appreciated." There was nothing wrong with his mailing if it had been sent out in the year 1946 or 1947. However, with today's markets, it is extremely difficult for a mail order house to show a profit with a general mailing mailed to people who had not formerly bought from the same house. As mentioned above, it is mandatory to have a primary item to sell to one's customers. The literature that this company sent out shows many good mail order items, some of which, or a good number of which have been offered before by numerous other houses. The literature would have been successful, in my opinion, if it had been placed within outgoing packages of some already successful product. But with today's market and today's customers, a general broadcast mailing stands very little chance. It sort of gets back to the old question of which came first, the chicken or the egg. You can't sell people until you have already sold people, and how are you going to get customers if you can't sell them the first time. Almost any small mail order house going in business today has to be prepared to stand a certain amount of losses until it builds up a reasonably large list of people who have purchased goods from this mail order house and therefore, are willing to place their future confidence in mailings received. The same goes for paid space advertising in the various so-called shelter magazines. If an ad in a magazine breaks even on its gross cost, the mail order house may well congratulate itself, because it has now added a number of people to its mailing list. Of course, a very valuable secondary use of mailing lists is their rental through list brokers to other houses doing mailings of various types of items. For example, our own list of high quality mail order buyers has just been rented to a man selling lobsters by mail. The theory being that if a man has purchased gifts of \$10 and \$20 each, he is a logical future customer for a company selling lobsters and clams and other sea food which is all considered as gifts, particularly by industrial companies.

HOW TO WIN NEW MAIL  
ORDER CUSTOMERS IN  
VOLUME FROM

**RESPONSIVE LIST  
EXECUTIVE MAIL  
ORDER BUYERS**

Mostly business executive officers  
of service clubs who have bought  
books of public speaking nature,  
some in volume.

This is a responsive list of men  
who move around very little.  
Available Exclusively through  
MOSELY.

List owner cooperation tops! Geo-  
graphical on stencils. Empties.  
Write Dept. R-20 *today* for  
MOSELY List Card M-1425.

*Mosely*

MAIL ORDER LIST SERVICE, Inc.  
38 Newbury St., Boston 16, Mass.  
NEW MAIL ORDER CUSTOMERS IN VOLUME

write  
for booklet  
On Your Letterhead  
"HOW TO USE A  
DIRECT MAIL COUNSELLOR"  
Hayden Ricker  
Associates  
P.O. Box 1466  
Tampa 1,  
Fla.

**Eli**

**Kogos**

# GRIPEs of the MONTH

• Wonder how many mail order people are remembering the gripes of last year . . . about the lateness of so many Christmas gift offers? We know of at least one mail order man who has questionnaired former purchasers by mail of Christmas gifts. He received an astounding 62% return. He learned some interesting information about his customers' reactions to the merchandise. But he also found out *when* the majority of these customers preferred to get their announcements about the gifts. At present he does not want us to reveal the "secret." He thinks other mail order people should do similar groundwork. But we can say that his findings confirm our previous opinion that the majority of gift offers are mailed too late.

• Direct mail won't work if the creator of it doesn't have good sense. One of our neighbors received a jumbo card from a real estate concern in the eastern section of Long Island. It offered ideal family vacation cottages with private beach and modern conveniences, with swimming, fishing, boating, tennis, golf and riding. The reverse side of the card was a bleed photograph of the "vacation spot." The darnedest looking picture we have ever seen of a barren, treeless waste, with torn-up roads and shacks which looked like a typical concentration camp. Bernie Fixler, of Creative Mailing Service, thinks it must be a new and novel way of discouraging sales through the mail.

• Several gripes this month about an irritating practice which is being used by at least one mail order concern. When a customer orders merchandise

with postage charges to be added, the company sends a bill for postage which does not agree with the amount shown by the meter imprint on the package. That is, the postage was actually 27¢ and the customer is billed for 39¢. We suppose very few people take the trouble to complain . . . but one long letter written to the president of such an organization was hot enough to burn up the mails. We advise all our mail order friends to check this phase of your operations carefully.

• Another bad case this last month of plagiarism. We won't mention names at present because there might be a court action or efforts at arbitration and we wouldn't want to sit in the middle. But a certain mail order operator better watch his step. He has obtained a similar specialized item to one that has been promoted successfully for many years by an oldtime Direct Mail Advertising Assn. member. That in itself is not illegal or unethical since any successful item can expect competition. But the trouble is that the new promoter has copied the selling language, sales arguments, slogans and testimonials of the original promoter. It is bad business.

• A lettershop in Philadelphia is causing irritation by mailing a 2¢ postal card to prospects soliciting mimeographing, addressing and mailing list work. It is the worst looking card we have seen, with the processing so poorly done that it looks more like a joke than a serious effort to sell. When lettershops use the mail to sell their services, the promotion pieces them-

**ART WORK BY MAIL**

**WRITE FOR BOOKLET**

RAYMOND LUFKIN 124 West Clinton Ave., Tenafly, New Jersey



selves should be perfect examples of the type of workmanship offered.

• Another warning! We have griped about this many times, but some American advertisers still insist on irritating our Canadian neighbors by sending mailings from the U. S. to Canada with return postage permits which cannot be used in Canada. We have one recent example of a New York concern which went to the trouble and expense of placing a U. S. 3¢ stamp on their return envelopes mailed to Canada. Such efforts seem and are silly to our Canadian friends. If you want to pay for return postage from Canada, go to the extra trouble and courtesy of buying Canadian stamps.

• The bad boys in the homework addressing schemes and franchise deals are getting slapped down hard these days. We have been watching the bulletins from the various Better Business Bureaus around the country and judging by the publicity, the present rackets won't be with us very long. The outfit in Boston which has been promising incomes of \$50 a week for home addressing was fully exposed in the June 24 issue of the Boston BBB. If interested, get a copy.

• In spite of all the publicity about unordered merchandise and the promises of some of the culprits to clean up the mess, one of the veterans organizations is still mailing unasked-for neckties . . . demanding \$1.25 in return. The Better Business Bureaus are trying to acquaint the public with these rackets. A recent bulletin of the St. Louis BBB carried the following item under the heading "Don't do Anything About Unordered Merchandise." Responsible people interested in the future welfare of direct mail should do everything possible to publicize this advice:

Housewives, business and professional people, and the public generally are constantly receiving merchandise in the mails that they didn't order and don't want. These gratuitous deliveries are accompanied by a request for either payment of the goods or their return to the shipper. In some instances dunning letters are sent, which imply impropriety upon the part of the recipient for failure to remit or return.

Recipients of unordered merchandise are not obligated:

- a. to acknowledge its receipt;
- b. to return it;
- c. to pay for it, unless used;
- d. to give it particular care;
- e. to keep it beyond a reasonable length of time.

Recipients of unordered merchandise are obliged to surrender it to the shipper, or his agent, if called for in person, within a reasonable period of time — in which event the recipient may demand the payment of storage charges before relinquishing it.

This last month we bumped into several instances where friends bought a tubeless, batteryless pocket radio which would be "useful in case of enemy attack." The darn things wouldn't work and the promoting company absolutely refuses to make refunds even though they claimed "amazing clarity in reception." These instances hurt all mail order selling. They destroy the confidence of the buying public. Our two friends who bought the unworkable radio obviously will be very skeptical of the next offer. It's the same principle which applied in the charity field. We predicted that if the gyps were not eliminated by publicity or by law, all legitimate charities would suffer. That happened.

• A letter from the National Association of Postal Supervisors, asking for support for its 34th Biennial Convention, took the cake for ambiguity and beating around the bush. The following paragraph irritated recipients:

"While we are prohibited by postal regulations from soliciting advertising in our souvenir convention program, Postmaster General Arthur E. Summerfield has granted us permission to accept donations from individuals and firms interested in helping us make this convention a success. We intend to recognize all donors by furnishing appropriate space for names, addresses and types of businesses, etc., or by printing an advertisement furnished by the donor, if he so desires, in our program book." No advertising?

## MAKE CONVENTION TIME VACATION TIME!

BOSTON, MASS., STATLER HOTEL

Mail Advertising  
Service Association:

October 9 to 12

Direct Mail Advertising  
Association:

October 13 to 15



## direct mail details got you feeling mighty low?

You can climb out of that hole when you take advantage of our kind of Sales Letter — with the built-in reply card (or envelope)!

One-stop service for copy, art, printing and mailing saves your time — keeps you busy planning instead of just picking up loose ends.

And you'll be joining a mighty impressive list of blue chips, too, who've learned that the built-in reply card boosts responses, lowers costs. Write for more information and samples of recent successful promotions.



**SALES LETTERS**  
Incorporated

250 W. 49th St., New York 19  
Telephone Circle 6-0843

## "Person-To-Person" COPY

In a direct sales message, I "talk" to one person — not to a mob . . . and by striking a personal note, I usually strike pay dirt.

The hard part of it is to fit the copy to each type of prospect, and to visualize his needs . . . It isn't enough to hand me a picture of the product and its many uses. That tells me only half the story.

The full story comes to me as I tackle a number of assignments, and live for a while with my client's problems. This alone helps me to write sales letters that ring true, and ring the register.

Plans and copy services available at moderate fee. Monthly retainer preferred. Top references.

**M. A. POLLEN**

30 W. 15th St., N.Y.—OR. 5-4352

## Respons'N-Blotter increases REPLY-CARD RETURNS!

The RESPONS'N-BLOTTER carries a "BUILT-IN" pre-addressed REPLY-CARD and brings it to your prospect's fingertips every time he uses the blotter.



• SELF-MAILER!  
• ONLY ONE ADDRESSING!  
Write for sample!  
See Pricing Without 3-6349

THE OTHER SIDE IS A BLOTTER  
RESPONS'N-BLOTTER • 10 Hanover St., N.Y. 5



# DOES YOUR DIRECT MAIL SUFFER FROM GIMMICK-ITIS?

by Larry Brettner

American Aviation Publications

The latest virus attacking direct mail advertising today has finally been identified. The electronic microscope has revealed this bug as *Gimmickitis*. Prospective customers on the mailing lists are suffering from it. That's because the creators of the campaigns having *Gimmickitis* are passing the disease on through their mailing pieces.

*Gimmickitis* grew primarily because of the tough competitive situation all direct mailers are up against when their pieces hit U. S. mails. A survey of four different recipients of direct mail proves this. This survey was taken during the period of January-March, 1954.

Recipient 1. was an electronics engineer. No. 2 was an airline supervisor. No. 3 was company mail and No. 4 was the writer's direct mail received at home and in his office. All recipients saved their direct mail for the period and the pieces came from magazines, business publications, book companies, "Month" clubs, business services and various products ranging from tobacco goods to fishing goods and insurance policies.

The engineer received 137 pieces, asking him to spend a total of \$947.16. The airline man got 150 pieces asking him to part with \$803.10. This writer received 133 pieces totalling \$1,025.38 in order-requests. The company received 143 pieces requesting a total of a mere \$505.27. Grand total: 563 pieces or an average of 6.8 letters per business day with total requests for orders coming to \$3,280.91. Offers ranged from \$1.89 to \$56.

That's an idea of the competition, making it a rugged struggle to keep up direct mail returns. And with direct mail volume swelling each business day, and with greater pressures on prospects — *Gimmickitis* came about.

This virus is also known as Gadget Letter or better as Certificate Eczema. You break out into a bad rash when one starts copying the successful gimmicks used by fellow practitioners of direct mail. Sufferers of Eczema Certificate-iosis figure that a gimmick that

Who can get mad at a flower?

Three weeks ago a large printing firm in town almost lost their best account. They were two days late on the delivery of a very important job. The head of the firm who had ordered the job was furious. He told the printer that they were through!

The owner of the printing plant, who's a salesman from the soles of his feet on up, had us send some flowers to the customer's home.

The card with the flowers read, "These are late blooming lilacs . . . very rare."

The dry humor in the card . . . the fresh loveliness of the unusual flowers . . . the customary Congressional touch, delivering cut flowers in an attractive container (without additional charge, by the way) did the trick.

It was a happy ending. The customer is still a customer.

There's a fortune in flowers for the business or professional man who uses them wisely and orders them from Washington's top specialists on original, artistic arrangements.

You know, you do have a charge account at Congressional. The phone number is Lincoln 7-1216.

Florally,  
*Dave Bassin*  
Dave Bassin

P. S. Congressional Fruit Baskets always make a hit!

*Congressional Florists—*

127 INDEPENDENCE AVE. S. E. • Lincoln 7-1216  
YES WE WIRE FLOWERS TOO

This quiet letter is completely devoid of GIMMICK-ITIS . . . a soothing relief from usual retail store Discount Cheques, Credit Certificates, and obvious flattering salutations "Dear Customer" or "Dear Charge-Account Customer." Although the letter was mailed a year ago (without a reply card), Congressional Florists are still getting phone calls for business.

works for "him" will also work for "me".

You can diagnose and detect *Gimmickitis* long before you get to the letterbox and no amount of chlorophyll can cure it. Unless it is discovered in time and removed like bad tonsils it spreads to all the elements of the campaign and kills the results. Of course the appeal is also knocked to hell . . . and gone.

The disease sets in as soon as the mailer seeks extra attention to make sure his piece of mail is opened and read. The ailment comes in many forms. There are: Upside-down letters, Straight Letters, Dollar Letters, Penny Letters, Stamp Letters, Free-to-you Letters, Cut-on-a-bias Letters, Burnt-edge Letters, IBM Cards, Simulated IBM Cards, Simulated-simulated IBM Cards and Certificates of all sizes, colors and smells. Also: Checks, Cheques, Kredit Vouchers with gold-ink, greens, blacks, silver, fill-ins.

There is a terrific mass of Galloping Gimmicking going on today. Again



the survey of 563 different campaigns showed:

Forty-two mailers used a stamped letter gimmick; 143 used a gimmicked reply card; 53 used Certificates; 22 used Checks of all kinds; 2 used pop-up pieces and one bright mailer used a 3-D picture in full color with a set of real 3-D glasses. (No, the picture was not that of a lusty babe). This adds up to about 50% of the campaigns . . . gimmicked to the hilt.

In view of this, how can your mailings stand out and do a good selling job? Do you HAVE to gimmick? One rare example of this is the florist who used a very quiet-looking letter without a reply card. The sell was in the copy which began: "Who can get mad at a flower?"

After this fresh approach, the letter told a story about a large printing firm who used flowers to quiet down a tough customer. Then there was the subtle suggestion of opening up a charge account with said florist. This plain letter, entirely UNGimmicked worked well. This retailer still gets phone calls for business one year after the mailing. Contrast this result to the retail stores who send out batches of Discount Cheques, Credit Certificates and the quaint flattering phrase of Dear Customer or Dear Charge-Account Customer.

If you must gimmick, (Gimmicking Compulsion Neuro-Letteritis), then gimmick not for the gimmick's sake, but tie in the gimmick to your service or product. Gimmick direct mail with what you have to sell. Every field of business or industry contains plenty of material worthy of such dramatization.

National Radio Institute, who mail in the millions, gimmick their direct mail with photographs. In selling their experimenter's electronic kit to teenagers, they use a photo of a tickled, pleased teenager opening up his kit. One sale here leads to others when the kid grows up. The photo sells and it's basic in appeal.

The aviation industry lends itself to all types of dramatic possibilities as well. The proposed spending on the part of the military for aircraft and engines made a good headline to use in selling *American Aviation* magazine. Business aircraft owners too, responded well to a gimmick which tied in with their interests—a picture of a basic navigation aid—VOR (Voice Omni-Range). Another appli-



**SPEED-UP**  
Packaging and  
Mail Handling with...

**TENSION**  
*TOUCH 'n SEAL*  
**ENVELOPES**

Seals instantly . . . without moisture. Just fold flap down—touch—and the envelope is sealed. Tension "Touch 'n Seal" Envelopes are already saving time and money for many firms . . . speeding up packaging, payroll handling, catalog mailings, photo finishing, etc. Tension "Touch 'n Seal" Envelopes may have an application in your business. Write for samples today!

**ANOTHER TENSION BILT-TO-FIT ENVELOPE**  
Whether it's usual—or unusual—  
for all envelopes contact

NEW YORK 36, N. Y. • 522 Fifth Avenue  
ST. LOUIS 10, MO. • 5001 Southwest Ave.  
MINNEAPOLIS 1, MINN. • 129 North 2nd St.

DES MOINES 14, IOWA • 1912 Grand Avenue  
KANSAS CITY 8, MO. • 19th & Campbell Sts.  
FT. WORTH 12, TEXAS • 5900 East Rosedale

TENSION ENVELOPE CORPORATION

NEW YORK 36, N. Y. • 522 Fifth Avenue  
ST. LOUIS 10, MO. • 5001 Southwest Ave.  
MINNEAPOLIS 1, MINN. • 129 North 2nd St.

DES MOINES 14, IOWA • 1912 Grand Avenue  
KANSAS CITY 8, MO. • 19th & Campbell Sts.  
FT. WORTH 12, TEXAS • 5900 East Rosedale

Women Names For Sale

50,000 names of women interested in doing sewing at home for sparetime money. Excellent names for any work-at-home offers. All 1953, on gummed labels, \$10 per M. Write: BT Advertising Service, 2108 Payne, Cleveland 14, Ohio.

SEE FOR YOURSELF

Art Mart art work puts zip in your printing production. It helps stimulate ideas, and it is there, ready to use when you need it. Must see to appreciate. *WHITE, M. Bond*

ART MART SERVICE

P. O. Box 2121  
Dallas 21, Texas

you never heard of  
QUEAPIES?

Next time you need a better mailing piece Quick and cheap, dump the whole problem in the mail to Ad Scribe. He does QUEAPIES that look like you spent ten times what they cost. You can't always patch 'em together from the stock art services . . . you often need dash-off hand lettering . . . sometimes your copy just won't stick up right.

Whatever the stumper, Ad Scribe will bet the first \$10 worth that he can help you. Write now for proof that it pays to work with "the advertiser's handy man"

Ad  
Scribe

334 North Canton, Ohio

GET THE FACTS!

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# Personalities IN THE NEWS

BERG L. MEYERS and WILLIAM H. WILSON, respective Addressograph-Multigraph sales managers, have moved into higher executive positions with Addressograph-Multigraph Corp., Cleveland. Meyers has been elected vice-president in charge of Addressograph distribution . . . Wilson promoted to the same capacity for Multigraph. Wilson has been with the company 35 years; Meyers, 25.

ALBERT C. TRUSSELL, former manager of Mutual Life Insurance Co.'s New York office, has been promoted to director of sales promotion for MONY, same city. He's also a former consultant for the Life Insurance Agency Management Assn.

SPARTY NARDONE is the new sales promotion manager for Mailograph Co., Inc., New York direct mail firm. He joins Mailograph after leaving Eutectic Welding Alloys Corp.

HUBERT S. FOSTER, 20-year advertising director of Mead Sales Co., and Mead Corp., Philadelphia, was this year's recipient of industrial Philadelphia's coveted Pioneers of Industry Award. Murrell Dobbins Vocational-Technical School makes the award each year to an outstanding Philadelphian who "through his own efforts, without benefit of inherited wealth or position, achieved leadership in crafts and industry. Foster has been a printer, photographer, editor, typographer, artist, designer, etcher, advertising copywriter and sales promotion expert in the paper and printing industry since 1902. He organized the Advertising Department for Mead in 1934.

JOHN E. SLOANE has been appointed director of public relations as well as office service manager for Thomas A. Edison, Inc., W. Orange, N. J.

CARL R. SCHMIDT, president of Schmidt Lithographing Co., San Francisco, was elected president of the Lithographers National Assn. at their June convention in White Sulphur Springs, W. Va. His election makes the first time that two members of the same family have held that position. Carl's uncle, Max Schmidt, founder of Schmidt Lithographing Co., was LNA president in 1915-16.

GEORGE C. HELICKSON'S election to the post of Minneapolis Ad Club president marks another milestone . . . this one for Olmsted & Foley, advertising, public relations firm of Minneapolis. Partner and public relations director Helickson is the third member of O & F to fill the Ad Club office. John T. Foley was president in 1942-43; Ward H. Olmsted in 1929-31.

LEO CONTINO is the new production manager at Multi-Color Lithographers, Inc., a division of Alfred Allen Watts Co., Inc., Newark. He was formerly associated with David Weil Sons' Lithographing Co., and also with Columbia Lithographing Co., Inc. He's been in the lithography field since 1936.

TOM NOBLE, who heads the photographic color reproduction firm Tom Noble Associates, New York, was elected president of the Association of Advertisers; Men and Women at their June election meeting at New York's Biltmore Hotel. Tom is well known for masterminding the Advertising Essentials and Sales Aid shows under the sponsorship of the Advertising Trades Institute, Inc., of which he's also president.

JOSEPH J. McGEE, Jr., executive vice-president of Old American Insurance Co., Kansas City, Mo., was elected president of the Assn. of Insurance Advertisers.

EUGENE WATSON, Outdoor Life and Popular Science magazines circulation director, has been upped to vice-president of Popular Science Publishing Co., New York. He's also director of Outdoor Life's Book Club and manager of the book departments of both magazines.

BUDD GORE has joined The Halle Bros. Co., Cleveland department store, as publicity director. For the past year he's acted as assistant to the executive editor of the Chicago Sun-Times, and was formerly advertising manager of Marshall Field & Co., Chicago.

LEE HAINLINE, former president and publisher of Holland's magazine, Dallas, has joined Tourist Court Journal, Temple, Texas, as advertising director. Hainline purchased Holland's in 1952 which suspended publication last December. Previously, he was vice-president and advertising director of Farm & Ranch Publishing Co., parent company of Holland's and publishers of Farm & Ranch magazine.

CHET SLOANE has resigned as sales promotion manager of Circulation Associates, New York, to accept post of copy chief for Reply-O Products Co., same city. Chet was previously advertising promotion manager of Parents' magazine, Seventeen and the Modern magazines as well as circulation promotion manager of Newsweek.

R. JESS KRIESER has left the advertising staff of the Brunswick-Balke Collender Co., to become new promotion manager of Popular Mechanics magazine, Chicago.

SIDNEY BOROCK, of The Letter Guild, 242 W. 41 St., New York 36, N. Y., was recently elected president of the New York Mail Advertising Service Assn. for the 1954-55 term, succeeding W. G. (Joe) Fischer, of Reuben H. Donnelley Corp. Coincident with his election, Syd was having plenty of headaches. He was a casualty of the New York Coliseum. After 20 years in the Columbus Circle area, Syd, along with many other tenants, had to find new quarters to make room for the mammoth convention hall. He found an ideal spot at 242 W. 41 St. and gave a housewarming party in his modern setup on Tuesday, June 29. This reporter enjoyed the affair.

cation was the gimmick of using a delta wing shape of a military fighter plane.

Applications are easy to use in other fields, regardless of the item for sale. Insurance companies might mail a chart of plans and benefits to be derived from a particular insurance plan—instead of the usual letter: "With your permission, we want to send you a gimmicked memo pad with your name stamped in gold—in return for your age and birth date and . . ."

One job hunter used a successful gimmick of using a miniature lantern hidden under a small, miniature bushel of real wheat. Attached to the lantern was the message: "I don't believe in hiding my light under this bushel."

Stores might sell more products by using live snapshots, produced en masse and attaching photos of their wares to each letter to help make more sales. Book companies, masse, class and other magazines could try selling content of services and editorial benefits instead of gimmick-tosed checks and an amazing array of "Special offers".

Will *Gimmickitis* run its course and die of its own accord? Or will it worsen and sicken the prospects? Will direct mailers develop natural immunities to this disease and take a few injections of old-fashioned sales fundamentals?

If not, the folks on the mailing lists will take care of the situation all by themselves. They will simply choke direct mail to death.

## A GOOD WILL SWITCH

Boyce Morgan (1757 K St., N.W., Washington 6, D.C.) sent us a letter he received from one of his subscribers to *Better Business By Telephone*. Boyce thinks it's a new good will switch . . . and we agree.

It has been customary in the past to write end or first of the year letters to customers . . . but very few ever pay any attention to suppliers. So we are reprinting the letter mailed January 7 by The Morris Plan Bank, 110 East Washington St., Indianapolis, Indiana, to all the people who *sold them something* during 1953. It's an idea worth remembering. Letters were personally typed on IBM Executive . . . with name and address of recipient placed in formal style at bottom left:

The beginning of a new year, Gentlemen, recalls the activities of the year just past.

The courtesy and service extended to us

by you and your associates during 1953 is one of our pleasant recollections. We appreciate having been one of your customers.

We sincerely hope that 1954 will be a year of prosperous opportunities for you.

Please feel free to call on us whenever we can help you — or your friends.

Cordially,

(Signed)

Ernest R. Lee

Executive Vice President

## 100% LETTER

We found the following curious story in *Passing Comments* h.m. of D. Stuart Webb Advertising Services, Inc., 306 N. Gay St., Baltimore 2, Md. It's too bad that when the perfect letter came along, Stuart's organization couldn't get the job of processing and mailing thousands of them:

### WHEN BETTER LETTERS ARE WROTE —

A friend of long standing asked us, some time ago, to write a sales letter for him to go to prospects who *knew* him but who, he felt, might not know the line of business in which he was engaged.

The letter was duly written and sent to him for his approval. Nothing happened for a while then came this:

"Stuart, send me a bill for that sales letter. I mailed copies of it to five prospects and got five orders. From here on, we'll send 'em out, a few at a time, from our own office. In that way we will be able to take care of the business."

He got his bill which, he said, was modest. During all of our 40 years in this business we've been striving to write copy that would yield a perfect score. Too bad for all concerned that, when it did happen, he couldn't have had a list of a half million or more names.

## ELECTRONICS

Businessmen and women in the future may have to be electronic engineers. Some showings of current developments are inclined to make the visitor slightly dizzy. This reporter spent an afternoon with Al Stillson at Eastman Kodak in Rochester, N. Y. We had already printed his story about addressing machine developments in the December 1953 *Reporter*. But when we saw the actual machines it was more amazing.

In one operation, 12 girls with microfilm viewers and card punching

(continued on page 45)

Rates \$1.25 per line (75¢ Situation Wanted) Minimum 4 lines

# CLASSIFIED ADVERTISING

## ADDRESSING

### OUR LISTS ARE FREE

Retailers - wholesalers - manufacturers

Banks - churches - institutions

We charge only for addressing

SPEED - ADDRESS KRAUS CO.

48-01 42nd Street

Long Island City 4, N. Y.

## ADDRESSING PLATES

If you use

ELLIOTT-type STENCILS

and want to REDUCE COSTS

Write to Box 81, The Reporter

Garden City, New York

## ADVERTISING AGENCIES

For pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers, consult Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

## FOR SALE

TYPEWRITER — IBM electric overhauled, like new. Elite type; gray finish. \$185.00. Also offer a FLEXO-WRITER, complete with 2 electric typewriters. Excel. cond. \$500. Harry J. Abrams, 331 Emerson St., N. W., Washington 11, D.C.

ENDORSEOGRAPH. Automatic Commercial Controls endorsing machine and stand. 3½ years old. Perfect operating condition. \$150. Ideals Publishing Co., Box 2032, Milwaukee, Wis.

POSTAGE METER. Heavy duty Commercial Controls model 80. Matching cabinet stand on wheels. Original cost of \$790. Meters 8,000 per hour. Excellent condition. Only \$350. Ideals Publishing Co., Box 2032, Milwaukee 1, Wis.

FOR SALE—Complete Elliott Addressing set up. Like new. Model 3000 Sr. Two new stencil cabinets with stencils, moisteners, typewriter clamp. \$650.00 complete. Write Godin Company, 790 River Street, Fitchburg, Mass.

## HELP WANTED

### FREE LANCE DIRECT MAIL COPYWRITER

An experienced direct mail copywriter to plan and write strong selling copy on records and children's books. Give details or show samples in reply. Replies treated confidentially. Box 82, The Reporter, Garden City, N. Y.

## HELP WANTED

### LITHOGRAPH SALESMEN

Some exclusive territories open. Liberal commission arrangement. Can be handled very successfully by men selling other non-competing Graphic Arts Products. Write for information.

Peerless Lithographing Company

4313 W. Diversey Avenue

Chicago 39, Illinois

## LISTS

### CANADA'S BEST MAILING LIST

250,000 live names on Elliott stencils

Call your list broker — TODAY

or Tobe's, Niagara on the Lake, Canada

### 400,000 ELLIOTT STENCILS

Former subscribers and buyers of IDEALS books. 2"x4½" Elliott stencils in geographical order. Recently cleaned. Outright sale at \$20.00 per M. Ideals Publishing Co., Box 2032, Milwaukee 1, Wisconsin.

## MISCELLANEOUS

### 'STENAFAX ELECTRONIC STENCILS'

... for mimeographing complex forms, art work, printed copy, letterheads, even photos, on your mimeograph machine. Exclusive STENAFAX process cuts stencil electronically for \$1.50. Write for samples and information.

COMMERCIAL LETTER, INC.

Stenafax Department

1209 Washington Avenue

St. Louis 3, Missouri

## OFFSET CUTOUTS

Stock promotional headings for reproduction. OFFSET SCRAPBOOK NO. 1, containing 1500 classified specimens, only \$3.00 postpaid. It's a rich source of practical help and inspiration. Thousands in use. Available also are other books containing promotional art, cartoons, type fonts, borders, panels, holiday art, etc. Most complete service in U.S. Free descriptive folder. A. A. ARCHBOLD, Publisher, P. O. Box 20740-K, Los Angeles 6, Calif.

## SITUATION WANTED

### JARED ABBEON SAYS:

"For free lance copy writing, publicity releases and counsel, get in contact with the top man."—Franklin C. Wertheim, 179-15 Jamaica Ave., Jamaica 32, N. Y. AXtel 7-1200. "P.S. Moderate fees."

## WANTED

Wanted — Addressograph, Speedamut and Elliott machines, frames, cabinets. Also Duplicators, Sealers, Pitney Bowes. Mailers, 40 W. 15th St., N. Y. 11, N.Y.



# DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$15.00 PER YEAR

## ACETATE SHEET PROTECTORS

A. G. Berdes Company, Inc., 437 N. 5th Street, Milwaukee, Wis.

## ADDRESSING

Ace Typing Service, 467 Second Avenue, New York 16, N. Y.  
Advertising Enterprises, 82-66 Grenfell Street, Kew Gardens, N. Y.  
Creative Mailing Service, 460 No. Main St., Freeport, N. Y.  
Bell Letter Service, 61-07 159th St., Flushing, N. Y.  
Fair Mail Service, 417 Cleveland Ave., Plainfield, N. J.  
National Advertising Service, Inc., 2055 N. 17, Kansas City 4, Kansas  
M. Victor, 130 Flatbush Avenue, Brooklyn 17, N. Y.

## ADDRESSING MACHINES

Addressing Machine & Equipment Co., 326 Broadway, New York 7, N. Y.  
The Elliott Addressing Machine Co., 155A Albany St., Cambridge 39, Mass.

## ADDRESSING - TRADE

Belmar Typing Service, 107-32 104th Street, Ozone Park, N. Y.  
Shapins Typing Service, 68-11 Roosevelt Ave., Woodside, N. Y.

## ADDRESSOGRAPH PLATE EMBOSSING

M. Victor, 130 Flatbush Avenue, Brooklyn 17, N. Y.  
G. W. Weeks, 8 Nagele Court, Merrick, N. Y.

## ADVERTISING AGENCIES

Ad Scribe, P. O. Box 254, North Canton, Ohio  
Frederick Asher, Inc., Advertising, 20 N. Wacker Drive, Chicago 6, Ill.  
The Jay H. Maish Company, On Gospel Hill, Marion, Ohio  
Martin Ad Agency (Direct Selling Mail Order), 15 P.A. E. 40, N. Y. 16, N. Y.  
Roskam Advertising (Mail Order), 1430 Grand, Kansas City 6, Mo.  
Maxwell Sachheim & Co., Inc., 670 Fifth Ave., New York 19, N. Y.

## ADVERTISING ART

Art Mart Service, P. O. Box 2121, Dallas 21, Texas  
Raymond Lufkin, 124 West Clinton Ave., Tenafly, N. J.  
Ray Thompson Cartoon Studio, Box 134, Wyncote, Pa.  
Trapkus Art Studio (Small Ads), 349 Tenth St., Moline, Illinois  
Harry Volk, Jr., Art Studio, 400 Central Building, Atlantic City, N. J.

## ADVERTISING BOOK MATCHES

Match Corporation of America, 3433-43 West 48th Place, Chicago 32, Ill.

## AUTOMATIC TYPEWRITERS

American Automatic Typewriter Co., 614 N. Carpenter St., Chicago 22, Ill.

## AUTOMATIC TYPEWRITING

Ambassador Letter Service Co., 11 Stone St., New York 4, N. Y.  
Arrow Letters Corp., 307 West 38th St., New York 18, N. Y.  
Par Gohsen & Associates (25 Robots), 117 S. Meridian St., Indianapolis 25, Ind.  
MacCallum Letter Service, 7 So. Dearborn St., Chicago 3, Ill.

## BLOTTER SPECIALTIES

Respon's-N-Blotter, 10 Hanover Street, New York 5, N. Y.

## BOOKS

The Art & Technique of Photo Engraving, Horan Engraving Co., N. Y. 1, N. Y.  
Art for Reproduction, Repro Art Press, 80 5th Ave., New York 11, N. Y.

## BUSINESS CARD SERVICE

R. O. H. Hill, Inc., 270 Lafayette St., New York 12, N. Y.

## CATALOG PLANNING

Catalog Planning Company, 101 West 55th St., New York 19, N. Y.  
George F. McKiernan & Company, 1056 West Van Buren St., Chicago 7, Ill.

## COPYWRITERS (Free Lance)

Leo P. Bott, Jr., 64 E. Jackson Blvd., Chicago 4, Ill.  
Earl McClement, A-21 Ogontz Manor, 5600 Ogontz Ave., Philadelphia 41, Pa.  
Edward W. Osann, 175-35 88th Ave., Jamaica 32, N. Y.  
M. A. Pollen, 30 West 15th Street, New York, N. Y.  
Orville E. Reed, 106 N. State St., Howell, Michigan  
Roskam Advertising (Mail Order), 1430 Grand, Kansas City 6, Missouri  
Franklin C. Wertheim, 179-15 Jamaica Avenue, Jamaica 32, N. Y.  
John Yeargain, 442 East 20th St., New York 9, N. Y.

## DIRECT MAIL AGENCIES

Homer J. Buckley, 57 East Jackson Blvd., Chicago 4, Ill.  
The Buckley Organization, Lincoln-Liberty Bldg., Philadelphia 7, Pa.  
Dickie-Raymond, Inc., Sheraton Bldg., 470 Atlantic Ave., Boston, Mass.  
Dickie-Raymond, Inc., 521 Fifth Avenue, New York 17, N. Y.  
Direct Mail Services, 175 Luckie Street, N. W., Atlanta 3, Georgia  
Duffy & Associates, Inc., 918 North 4th Street, Milwaukee 2, Wisconsin  
The Folks on Gospel Hill, 400 S. Main Street, Marion, Ohio  
General Office Service, Inc., 527 Sixth Street, N. W., Washington 1, D.C.  
Frederick E. Gymer, 2123 East 9th St., Cleveland 15, Ohio  
Harrison Services, Inc., 341 Madison Avenue, New York 17, N. Y.  
Mailograph Co., Inc., 39 Water Street, New York 4, N. Y.  
Proper Press, Inc., 129 Lafayette Street, New York 13, N. Y.  
Reply-O Products Co., 7 Central Park W., New York 23, N. Y.  
Hayden Ricker Associates, P. O. Box 1465, Tampa 1, Fla.  
Roskam Advertising (Mail Order), 1430 Grand, Kansas City 6, Mo.  
Sales Letters, Inc., 250 West 49th St., New York 19, N. Y.  
John A. Smith & Staff, 11 Beacon St., Boston 8, Mass.  
Carl G. Vionot, Inc., 134 Summer St., Boston 10, Mass.

## DIRECT MAIL - DEALER HELP

National Advertising Service, Inc., 2055 N. 17, Kansas City 4, Kansas

## DIRECT MAIL EQUIPMENT - MANUFACTURERS

All Purpose Metal Equipment Co., 255 Mill Street, Rochester 14, N. Y.  
Felines Tying Machine Company, 3351 North 35th St., Milwaukee 15, Wis.

## DIRECT MAIL - GIFTS

George E. McWeeney Co., 120 Milton Avenue, West Haven 16, Conn.

## ELLIOTT STENCIL CUTTING

Address-O-Rite Stencil & Machine Co., 64 W. 23rd St., New York 10, N. Y.  
Clear Cut Duplicating Co., 149 Broadway, New York 6, N. Y.  
Creative Mailing Service, 460 North Main St., Freeport, N. Y.

## ENVELOPES

American Envelope Mfg. Corp., 26 Howard St., New York 13, N. Y.  
The American Paper Products Co., East Liverpool, Ohio

Atlanta Envelope Co., 1700 Northside Drive, P.O. Box 1267, Atlanta 1, Ga.  
Boston Envelope Co., 397 High St., Dedham, Mass.  
The Clasp Envelope Company, Inc., 98 Bleecker St., New York 12, N. Y.  
Columbia Envelope Co., 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.  
Samuel Cuppies Envelope Co., Inc., 360 Furman St., Brooklyn 2, N. Y.  
Cuppies-Hasse Corp., 4175 N. Kingshighway Blvd., St. Louis 15, Mo.  
Curtis 1000 Inc., Capitol Ave. & Flower St., Hartford 6, Conn.  
Detroit Tullar Envelope Company, 1041 14th St., Detroit 6, Mich.  
Gaw-O-Hara Envelope Company, 500 N. Sacramento Blvd., Chicago 12, Ill.  
The Gray Envelope Mfg. Co., Inc., 55-33rd St., Brooklyn 32, N. Y.  
Heco Envelope Company, 4500 Cortland St., Chicago, 39, Ill.  
McGill Paper Products, Inc., 301 Park Ave., Minneapolis 15, Minn.  
Orgler Envelope Co., Inc., 167 41st St., Brooklyn 32, N. Y.  
Rochester Envelope Co., 72 Clarissa Street, Rochester 14, N. Y.  
The Standard Envelope Mfg. Co., 1600 East 30th St., Cleveland 14, Ohio  
Tension Envelope Corporation, 522 Fifth Avenue, New York 36, N. Y.  
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.  
Transo Envelope Co., 3542 N. Kimball Avenue, Chicago 16, Illinois  
Transo Envelope Co., 22 Monitor St., Jersey City, New Jersey  
United States Envelope Company, 3001 North Rockwell St., Springfield 2, Mass.  
The Wolf Envelope Company, 1749-81 E. 22nd St., Cleveland 1, Ohio  
Wolf Detroit Envelope Company, 14700 Dexter Blvd., Detroit 32, Mich.

## ENVELOPE SPECIALTIES

Columbia Envelope Co., 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.  
Curtis 1000 Inc., Capitol Avenue and Flower St., Hartford, Conn.  
Du-Plex Envelope Corp., 307 Franklin Blvd., Chicago 12, Ill.  
Garden City Envelope Co., 3001 North Rockwell St., Chicago 18, Ill.  
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.

## FOREIGN MAILINGS

Promotion, Jose Antonio, 57-10-C, Madrid, Spain

## FUND RAISING

William M. Proft Associates, 27 Washington Place, East Orange, N. J.

## IMPRINTERS - SALES LITERATURE

L. P. MacAdams Company, 301 John Street, Bridgeport 3, Connecticut

## INVISIBLE INK POSTCARDS

Aurley W. Jennings, East Orange, New Jersey

## LABEL PASTERS

Paidon Machine Company, 200 North St., Teterboro, N. J.

## LABELS

Eureka Specialty Printing Co., 558 Electric Street, Scranton 9, Pa.  
Penny Label Company, 9 Murray St., New York 7, N. Y.  
Tompkins Label Company, 1518 Walnut Street, Philadelphia 2, Pa.  
M. Victor, 130 Flatbush Avenue, Brooklyn 17, N. Y.

## LETTER GADGETS

Hewig Company, 45 West 45th St., New York 19, N. Y.  
A. Mitchell, 111 West Jackson Blvd., Chicago 4, Illinois  
National Photostamp Company, 654 Broadway, New York 12, N. Y.  
A. August Tiger, 545 Fifth Avenue, New York 17, N. Y.

## LETTERHEADS

Brunner Printing Company, Inc., 190 Jefferson Ave., Memphis, Tenn.  
Harper Engraving and Printing Co., 283 E. Spring St., Columbus 15, Ohio  
R. O. H. Hill, Inc., 270 R Lafayette Street, New York 12, New York  
Peerless Lithographing Company, 4313 Diverser Ave., Chicago 39, Ill.  
Arthur Thompson & Co., 109 Market Place, Baltimore 2, Md.

## MAIL ADVERTISING SERVICES (Lettershops)

Acme Mail Advertising Co., 1301 Dodge St., Omaha 2, Nebraska  
Advertisers Associates, Inc., 1627 Penn Ave., Pittsburgh 22, Pa.  
Benart Mail Sales Service, Inc., 228 East 45th St., New York 17, N. Y.  
Century Letter Co., Inc., 48 East 21st St., New York 10, N. Y.  
Mary Ellen Clancy Company, 250 Park Avenue, New York, N. Y.  
Cleveland Letter Service, Inc., 740 W. Superior Ave., Cleveland 13, O.  
A. W. Dicks & Co., 386 Victoria St., Toronto 2, Ont., Can.  
Elite Letter Co., Inc., 11 West 32nd St., New York 1, N. Y.  
Fair Mail Service, 417 Cleveland Ave., Plainfield, N. J.  
The Folks on Gospel Hill, 400 S. Main Street, Marion, Ohio  
Fulfillment Corp. of America, 381 W. Center Street, Marion, Ohio  
General Office Service, Inc., 527 6th St., N.W., Washington 1, D.C.  
The Lemarg Company, 417 S. Jefferson St., Chicago 7, Ill.  
The Letter Shop, 214 Mission St., San Francisco 5, Cal.  
Long Island Letter Service, 95 A'neola Blvd., Mineola, N. Y.  
MacCallum Letter Service, 7 So. Dearborn St., Chicago 3, Ill.  
Mailograph Co., Inc., 39 Water St., New York 4, N. Y.  
Mailways, 200 Adelaide St., West, Toronto 1, Ont., Canada  
National Advertising Service, Inc., 2055 N. 17, Kansas City 4, Kansas  
Premier Printing & Letter Service, 620 Texas Ave., Houston 2, Texas  
Rochester Consumer Advertising Corp., 210 Lyell, Rochester 6, N. Y.  
Roskam Advertising (Mail Order), 6 West 10th, Kansas City 5, Mo.  
The Rylander Company, 216 West Jackson Blvd., Chicago 6, Ill.  
The St. John Associates, Inc., 75 West 45th St., New York 36, N. Y.  
Union County Business Bureau, Westfield, N. J.  
Williamson Enterprises, Williamson, N. Y.  
Woodington Mail Adv. Service, 1304 Arch St., Philadelphia 7, Pa.

## MAILING LISTS - Brokers

\* Archer Mailing List Service, 140 West 55th St., New York 19, N. Y.  
\* George R. Bryant Co. of N. Y., Inc., 595 Madison Ave., New York 22, N. Y.  
\* George R. Bryant Co., 75 East Wacker Drive, Chicago 1, Ill.  
\* Walter Drey, Inc., 333 N. Michigan Avenue, Chicago 1, Illinois  
\* Walter Drey, Inc., 257 Fourth Ave., New York 10, N. Y.  
\* Guild Company, 160 Engle Street, Englewood, New Jersey  
\* Lewis Kleid Company, 25 West 45th St., New York 36, N. Y.  
\* Willa Maddern, Inc., 215 Fourth Ave., New York 3, N. Y.  
\* Mosely Mail Order List Service, 38 Newbury St., Boston 16, Mass.  
\* Names Unlimited, Inc., 352 Fourth Avenue, New York 10, N. Y.  
\* O. L. Newark, 136 W. 52nd St., New York 19, N. Y.  
Planned Circulation, 19 West 44th Street, New York 36, N. Y.



Roskam Advertising (Mail Order).....1430 Grand, Kansas City 6, Mo.  
 Sanford Evans & Co. Ltd.....165 McDermot Ave., Winnipeg, Canada  
 \* James E. True Associates.....419 4th Ave., New York 16, N. Y.  
 \* Members — National Council of Mailing List Brokers

#### MAILING LISTS—Compilers & Owners

Albert Mailing Lists.....120 Liberty Street, New York 6, New York  
 Allison Mailing Lists.....400 Madison Ave., New York 17, N. Y.  
 Arrow Industrial Lists.....Box 910, Holyoke, Massachusetts  
 Associated Advertising Service.....613 Willow St., Port Huron, Mich.  
 Bodine's of Baltimore.....444 E. Belvedere Ave., Baltimore 12, Md.  
 Bookbuyers Lists, Inc.....363 Broadway, New York 13, N.Y.  
 Boyd's City Dispatch, Inc.....114-120 East 23rd St., New York 10, N.Y.  
 BT Advertising Service.....2108 Payne, Cleveland 14, Ohio  
 Calvin News Service.....101 West 46th Street, New York 36, N. Y.  
 Catholic Laity Bureau.....45 West 45th Street, New York 36, New York  
 Creative Mailing Service.....460 No. Main St., Freeport, New York  
 Walter Drey, Inc.....333 N. Michigan Avenue, Chicago 1, Illinois  
 Walter Drey, Inc.....257 Fourth Avenue, New York 10, New York  
 Drumcliff Advertising Service.....Hillen Rd., Towson 4, Md.  
 Dunhill List Company.....363 Fifth Ave., New York 17, N. Y.  
 E-Z Addressing Service.....83 Washington Street, New York 6, N. Y.  
 Fritz S. Hofheimer.....28 East 22nd Street, New York 10, N. Y.  
 Industrial List Bureau.....45 Astor Place, New York 3, N. Y.  
 Jewish Statistical Bureau.....320 Broadway, New York 7, N.Y.  
 The Walter S. Kraus Co.....48-01 42nd St., Long Island City 4, N.Y.  
 Mapleton Service Company.....339 Kings Highway, Brooklyn 23, N.Y.  
 Market Compilation Bureau.....11834 Ventura Blvd., N. Hollywood, Calif.  
 Montgomery Engineering Company.....8500 - 12 St., Detroit 6, Michigan  
 Official Catholic Directory Lists.....12 Barclay St., New York 9, N.Y.  
 Paramount Mailing Lists.....77-14 138th Street, Flushing 67, N.Y.  
 W. S. Ponton, Inc.....50 East 42 Street, New York 17, N.Y.  
 Rochester Consumer Advertising Corporation.....210 Lyell, Rochester 6, N.Y.  
 Southwestern Progress Corp. (Wm. D. Ryan, Sales Mgr.)  
 232 N. Canon Dr., Beverly Hills, Calif.

#### MAIL ORDER CONSULTANT

Orville Reed.....106 N. State Street, Howell, Michigan  
 Whitt Northmore Schults.....1115 Old Elm Lane, Glencoe, Illinois

#### MATCHED STATIONERY

Tension Envelope Corporation.....19th & Cambell Sts., Kansas City 8, Mo.

#### MESSANGER — TRUCKING SERVICE

Mercury Service Systems, Inc.....461 4th Avenue, New York 16, N.Y.

#### MIMEOGRAPH MACHINE

Addressing Machine & Equipment Co.....326 Broadway, New York 7, N. Y.

#### MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Company.....19 So. Wells St., Chicago 6 Ill.

#### MULTILITH & MULTIGRAPH MACHINES

Addressing Machine & Equipment Co.....326 Broadway, New York 7, N. Y.

#### PAPER MANUFACTURERS

The Beckett Paper Company.....Hamilton, Ohio  
 Crocker, Burbank Papers, Inc.....Fitchburg, Mass.  
 Eastern Corporation.....Bangor, Maine  
 Esleeck Manufacturing Company.....Turners Falls, Massachusetts

Fox River Corp.....Appleton, Wisconsin  
 Hammermill Paper Company.....Erie, Pennsylvania  
 International Paper Company.....220 East 42nd St., New York 17, N.Y.  
 McLaurin-Jones Company.....Brookfield, Massachusetts  
 Mead Sales Co.....810 Public Ledger Bldg., Philadelphia 6, Pa.  
 Mohawk Paper Mills, Inc.....465 Saratoga Street, Cohoes, New York  
 Neenah Paper Co.....Neenah, Wisconsin  
 Nekeos-Edwards Paper Co.....Port Edwards, Wisconsin  
 Peninsular Paper Company.....Ypsilanti, Michigan  
 Rex Paper Company.....Kalamazoo 99, Michigan

#### PARCEL POST MAILING BOXES

Corrugated Paper Products, Inc.....2235 Ulica Ave., Brooklyn 34, N. Y.

#### PHOTOS IN QUANTITY

Moss Photo Service, Inc.....350 W. 50th St., New York 19, N.Y.  
 Mulson Studio.....P. O. Box 1941, Bridgeport 1, Conn.

#### PHOTO-REPORTING

Sickles Photo-Reporting Service.....38 Park Place, Newark, N.J.

#### POSTAL INFORMATION

Postal Digest Company.....150 Nassau Street, New York 38, New York

#### COLOR POSTCARDS

Moss Photo Service, Inc.....350 West 50th St., New York 19, N.Y.

#### PRINTING—Letterpress

The Davenport Press, Inc.....Main St., Mineola, N.Y.  
 Eureka Specialty Printing Co.....558 Electric Street, Scranton 9, Pa.  
 George F. McKiernan & Co.....1056 West Van Buren St., Chicago 7, Ill.

#### PRINTING—Offset Lithography

Eureka Specialty Printing Co.....558 Electric Street, Scranton 9, Pa.  
 Peerless Lithographing Company.....4313 Diversey Ave., Chicago 39, Ill.

#### PRINTING—Letterpress and Offset Lithography

Eureka Specialty Printing Co.....558 Electric Street, Scranton 9, Pa.  
 Paradise Printers and Publishers.....Paradise, Pennsylvania  
 Printcraft Press, Inc.....229 West 28th St., New York 1, N.Y.  
 Proper Press, Inc.....129 Lafayette Street, New York 13, N. Y.

#### PUBLICITY-PUBLIC RELATIONS

Arthur Pine Associates.....67 West 44th St., New York 36, N.Y.

#### SALES PROMOTIONAL COUNSEL

Martin Ad Agency (Direct Selling Mail Order).....15 PB E. 40, N. Y. 16, N.Y.

#### SYNDICATED HOUSE MAGAZINES

The William Feather Co.....812 Huron Rd., Cleveland 15, Ohio  
 Wetmore & Company "Business Brief," 1015 So. Shepherd Dr., Houston, Tex.

#### TRADE ASSOCIATIONS

Advertising Trades Institute, Inc.....270 Park Ave., New York 17, N. Y.  
 Direct Mail Advertising Assn.....381 Fourth Ave., New York 16, N. Y.  
 Mail Advertising Service Assn.....18120 James Couzens Hwy, Detroit 35, Mich.

#### TRUCKING — MESSANGER SERVICE

Mercury Service Systems, Inc.....461 4th Avenue, New York 16, N.Y.

#### VARIABLE EQUIPMENT

Zenith Typewriter & Adding Machine Co. 34 E. 22nd St. New York 10, N.Y.

#### XEROGRAPHY — PLATES

Clear-Cut Duplicating Company.....149 Broadway, New York 6, N. Y.

## ELECTRONICS

(continued from page 43)

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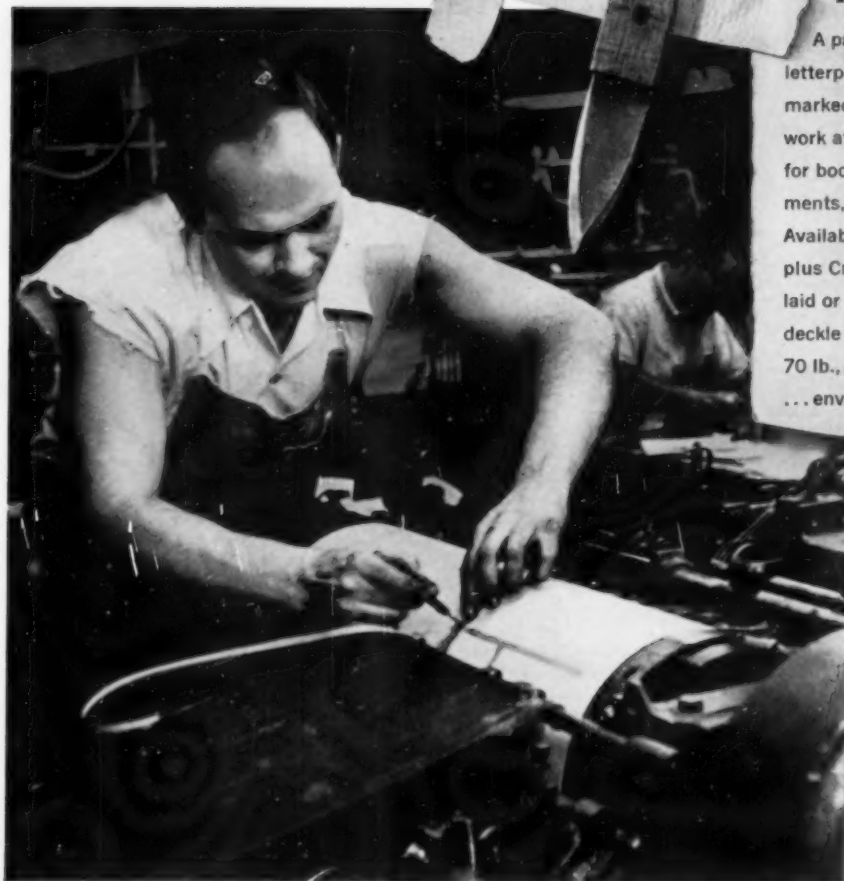
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